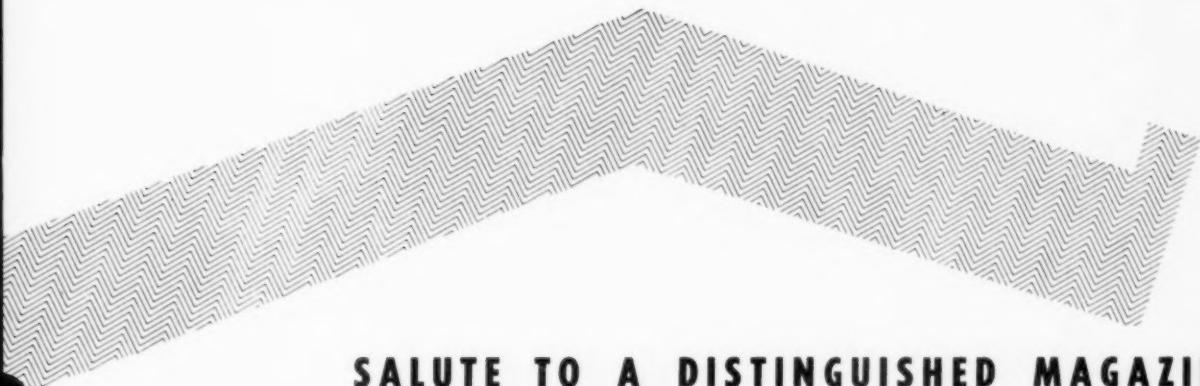


AUGUST / 1959

THE REPORTER OF

Direct Mail

advertising



SALUTE TO A DISTINGUISHED MAGAZINE

HOW TO PROMOTE A BOSTON TEA PARTY

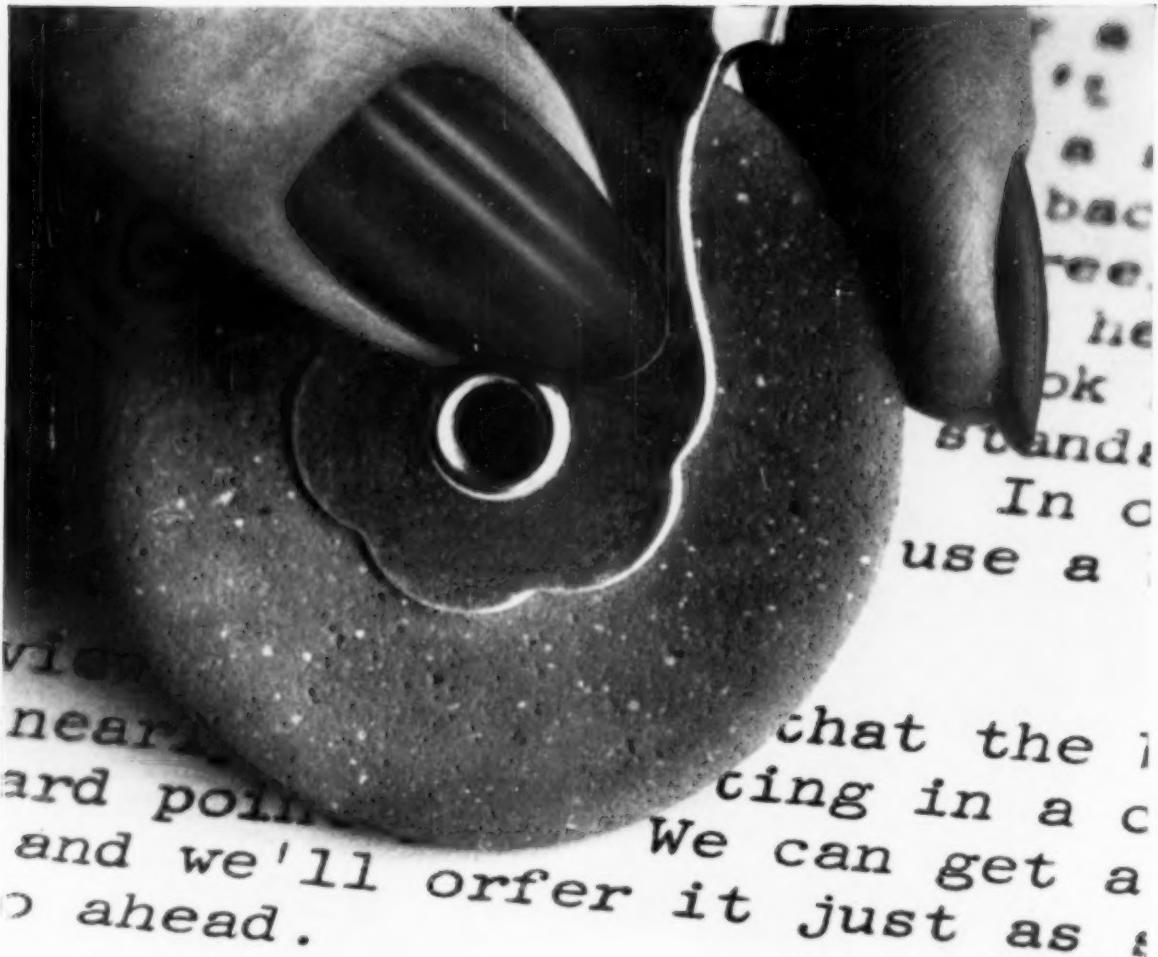
LOW COST LETTER SERIES THAT SELLS



What's wrong with magazine
circulation efforts?

How the simple office copying machine
solves direct mail
addressing problems

See Contents Page 4



A MISTAKE DISAPPEARS IF IT'S ON HAMMERMILL BOND

Even a perfect secretary makes a typing error now and then. How often, you'll never guess if she has Hammermill Bond in her typewriter.

Hammermill Bond erases easily, neatly. And because it contains exclusive Neutracel® pulp, it has

a smoother, more level surface. It makes a better impression because it takes a better impression.

Get letter perfect letters every time. Give your secretary Hammermill Bond. Manufactured by Hammermill Paper Company, Erie, Pennsylvania.

LOOK FOR THE WATERMARK OF THE BEST KNOWN NAME IN PAPER



HAMMERMILL
BOND

HOW FRIDEN JUSTOWRITER® SOLVES COMMUNICATIONS PROBLEM FOR MANY OFFICES

This marvelous 2-unit "Tape-Talk" machine turns out professional typesets with justified margins at substantial cost savings compared with hot metal composition ... offers ideal way to handle bulletins, manuals, price lists, booklets, directories, catalogs, direct mail literature, house organs, inter-office memoranda and employee communications of many kinds.

The Friden Justowriter produces these clear, accurate typesets on direct image plates for duplicating machines or in form of reproduction proofs for lithographic printing. Fourteen different Justowriter type faces, sized from 8 to 14 points, are available.



On this Justowriter Recorder (unit #1) any typist becomes an expert type compositor. Her usual typing -- without involving special positioning or extra time -- produces simultaneously (a) a type-written sheet, for visual check, and (b) punched paper tape with identical copy coded into the holes.

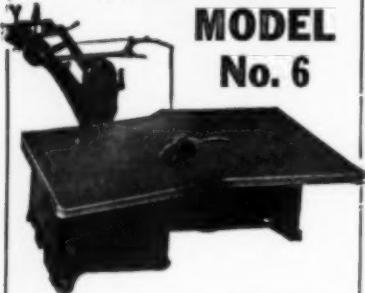
One of the ways



Justowriter unit #2, the Reproducer, receives code tape ... "reads" it ... and automatically composes the original copy in clear, accurate justified-margin form. All kinds of copy -- straight matter, centered, run arounds, line leaders, tabular matter handled with ease at 100 words a minute.

You have been reading a Justowriter-composed message ... note the automatically justified margins and overall pleasing appearance! Write today on your business letterhead for additional information on the justifying type-composing Justowriter -- one of the most immediately functional Tape-Talk machines now "breaking new ground" in the new world for business created by FRIDEN, Inc., San Leandro, California.

CUT YOUR MAILING COSTS! WITH THE MODEL No. 6



This portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail—also designed for general purpose tying of bundles in any sequence up to 6" high without adjustments. Adjustable legs and casters available at a small additional cost.

All SAXMAYER tyers are noted for **SAFETY** — automatic releases where needed; **SIMPLICITY** — all working parts are interchangeable; not only attractive in appearance but also **EFFICIENT** — fully automatic, speedy, firm, non-slip ties, economical in twine and time. Let us prove it on our trial basis.

Whatever your tying problem, there is a SAXMAYER model to meet it. Write us for details and literature.

DEPT. M

NATIONAL
BUNDLE TYER CO.
Blissfield, Michigan

EXTRA INCOME! MAILING LIST OWNERS!

Do you have a list of customers, prospects or inquiries for your product? You can receive extra income by selling us these lists for use by non-competitors.

We'll pay you cash for your list. The publishing industry needs good up-to-date names. Many national business firms have found it profitable. Why not you?

No salesman will call. You are under no obligation. Just drop a note on your letterhead telling us how many names you have on hand; how recently they were acquired; and any other pertinent information, and we'll contact you right away.

ACTIVE MAIL ORDER
LIST CO., INC.

241 LAFAYETTE ST., N. Y. 12
ATT: Miss H. Richards, WALKER 5-2450

THE REPORTER OF **Direct Mail** advertising

Vol. 22, Number 4

August, 1959

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Pioneer 6-1837

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Business and Readers Service

G. M. Bornbusch
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M. K. Coleman
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Clearwater, Florida

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Garden City, L. I., N. Y.
Pioneer 6-1837

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605 N. Michigan Ave.
Chicago 11, Illinois
DElaware 7-0120

WEST

H. L. Mitchell & Associates
1450 Lorain Road
San Marino, California
CUmberland 3-4394

PIN POINT

your prospects

A market is dynamic! New companies, new demands, new people—these and other changes keep your salesmen groping for the right prospects. But, with a direct mail program tailored to your needs, you pin point valid prospects... give your salesmen profitable leads to increased business.

Direct mail selects the companies—the people—who are ready to respond to your salesmen's efforts. It slashes selling costs, reduces selling time.

Give your salesmen the right kind of direct mail support by calling on the creative experience of the Hickey Murphy Division of James Gray, Inc. For some important points about direct mail, write for a free copy of the informative booklet, *How To Put Action Into Your Direct Mail*.

**THE HICKEY MURPHY DIVISION
OF JAMES GRAY, INC.**

216 East 45th Street, New York 17, New York • MUrray Hill 2-9000



PRIDE
IS THE DIFFERENCE

Atlantic Ledger

The all-new, modern business paper that combines eye appeal and quality feel. Sized for printing inks, pen and ink work, as well as fine and heavy ruling. Excellent erasure ability.

Substance number is part of the genuine watermark... your assurance of getting the weight you specify. Also makes re-ordering easier. In white and three soft shades.

Ask your Franchised EASTERN Merchant for samples. Or write direct.



EASTERN

EASTERN FINE PAPER AND PULP DIVISION

STANDARD PACKAGING CORPORATION

BANGOR, MAINE

Short Notes
DEPARTMENT

We welcome your direct mail ideas and news items for this department.
Send all material to Short Notes Department, The Reporter of
Direct Mail Advertising, 224-7th St., Garden City, N.Y.

□ **WILLIS BROWN** of the Minneapolis Tribune created lots of attention at 55th Annual Advertising Federation of America Convention. He handed out picture post cards to people he passed in halls and meetings. Stamped, too. Asked each delegate whether he'd written home today, yet. What was pictured on PC? Why, The Minneapolis Star and Tribune building. Wonderful public relations.



□ **"THE 3 R's OF DIRECT MAIL"** titles a 34-page booklet put out by The Reply-O-Letter Co., 7 Central Park West, New York 23, N.Y. If you haven't as yet seen a copy, you might enjoy having it. Contains 11 thumbnail case histories of how a wide variety of companies have solved problems in lead getting, list cleaning and sample distribution.



□ **CHECK LIST** for controlling quality of printed materials has been put out by Fred Shaw, Richardson-Shaw, Inc., 15555 West McNichols Rd., Detroit 35, Mich. Covers copy, design, typography, photography, format, research and budget. Four-page rating sheet will help you determine if you've forgotten anything in planning an effective piece.



□ **GLAD TO SEE** the Diaper Service Industry is becoming more aware of the need for modern and better design in letterheads and other direct mail approaches to customers and prospects. Recent national convention at Edgewater Beach Hotel, Chicago, featured clinic by three well-known graphic arts designers, who also acted as judges for first annual letterhead contest (recommended by this reporter at the Miami convention). Judges couldn't pick the "best" . . . so awarded three "first prizes" to: Andrew M. Cole of Dy-Dee Wash, San Francisco; A. M. Van Fleet

of Tidy-Dy-Dee Service, Allentown, Pa.; and Horatio B. Lewis of Dy-Dee Wash, Inc., Detroit. From now on, we expect to see some big improvements in an industry which uses tons of direct mail.



□ **MAGI-PLATE** is the name of a new offset plate recently introduced by Photorapid Corp. It's being hailed as "the greatest advance in offset duplicating history." For office or plant use, the aluminum plates can be ready to roll in 60 seconds, costing only 39 cents complete, less than one-fifth the cost of former offset plates. For complete information contact the most convenient offices of Photorapid Corp.: Eastern Division, 236 Fifth Ave., New York 1, N.Y.; Central Division, 3620 Oakton St., Skokie, Ill.; and Western Division, 142 Oregon St., El Segundo, Calif. You might also ask for information on the new office photocopy machine named Electra 59.



□ **VARI-VUE** is the name of a little gadget now being used as a tip-on for sales letters. Made of laminated scored plastic, it shows three or four views of a product or drawing as gadget is tilted slowly before the eyes. Two recent users: Milwaukee Dustless Brush and Bell & Howell Phillipsburg. Good attention-getter when tied in well with sales pitch. You can get information from Vari-Vue Company, Mount Vernon, N.Y.



□ **SEVERAL MONTHS AGO**, we mentioned the growth of matching gift programs of corporations and prophesied it might change the fund solicitation promotions of most of the colleges of the country. Now you can get a free booklet on the subject. Write to Ernest T. Stewart, executive director of American Alumni Council, 1785 Massachusetts Ave., NW, Washington 6, D.C. for the 32-page pamphlet, "Matching Gift Programs of Business and Industry." Describes how this idea of companies



PRIDE IS A DAUGHTER. Watching her put aside dungarees for an evening dress, mocassins for high heels. Pride. The ingredient that makes a man want more for his family, demand more from himself. Pride. The mark of fine printers. The mark of Atlantic fine papers.



Cover • Bond • Opaque • Offset • Ledger • Mimeo • Duplicator • Translucent

Atlantic

EASTERN FINE PAPER AND PULP DIVISION • STANDARD PACKAGING CORPORATION • BANGOR, MAINE



matching gifts of their employees to recognize schools started in 1955 at General Electric. Today 69 corporations have adopted this idea of supporting education by corporate-employee gifts. There are many variations of the plan . . . so get this pamphlet which analyzes all plans.



INVESTIGATIONS AND HEARINGS are becoming so numerous in Washington (plus state capitals) you never can tell when you might be subpoenaed or invited to testify. There is now a primer on the subject. Tells how to testify; what to say; how to organize presentation. Booklet is titled "Speak Up." Copies are available at 25 cents each from Colortone Press, 2412 Seventeenth St., NW, Washington 9, D. C. You can get quantity discounts.



MAIL ORDER OPERATORS of small or medium size should be interested in a pamphlet offered by Hal Seidel Advertising, 5032 Lankershim Blvd., North Hollywood, Calif. It is his 1959 Rate-Data-Guide, "How to Make Your Ads Pay Off." Contains information on: selling by mail; where to advertise; rates, closing dates, etc. of leading magazines, newspapers, shopping sections, classified. Worth having handy.



MAIL ORDER OPERATORS (those selling products) should be interested in a recently revised booklet offered by Hinde & Dauch, Division of West Virginia Pulp and Paper, Sandusky, Ohio. "How to Pack It" is the subject of a 32-page illustrated description of both standard and special designs. Should prove valuable to all suppliers in answering shipping problems.



"HOW TO BECOME an Engineers' Company" is the title of a new booklet on how technical publicity can be used to develop a corporate image suited to the industrial market. It was prepared by Harry Baum Associates, 424 Madison Ave., New York 17, N. Y. The booklet discusses the planning of an integrated technical publicity program, and gives pointers on generating and placing technical publicity material. It is available free on request.



THE 1959 DIRECTORY of the Hotel Sales Management Assn. has been issued by Executive Vice President Adrian Phillips, 1325 Boardwalk, Atlantic City, N. J. It lists practically all of the sales-minded hotel men and women in the



There's a touch of MAGIC in the swift movements of the Phillipsburg Inserter

A good deal of engineering wizardry has gone into the ingenious planning and construction of this amazing machine. Its contributions to the mail processing field are little short of phenomenal.

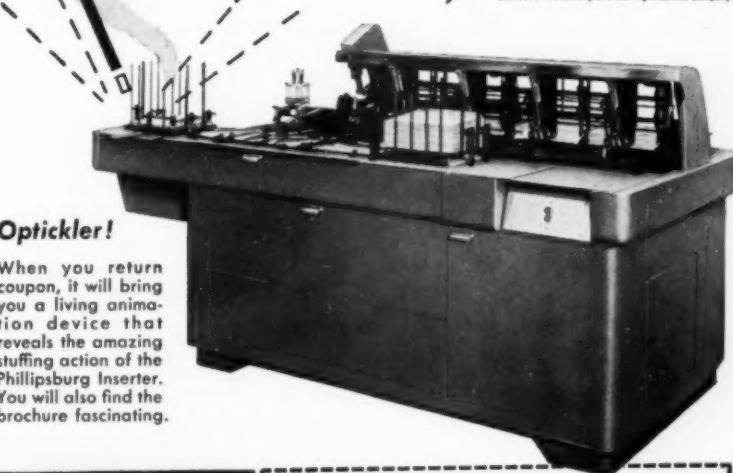
This nimble, steel-fingered Phillipsburg Inserter gathers up to 8 enclosures, opens flaps, stuffs, seals, prints postal indicia, counts and stacks—effecting savings of up to 80% of the cost of hand-inserting.

The Phillipsburg also has a genius for banishing multi-man crews, for usually one operator suffices. The time factor is also put to flight, for what formerly took days can be turned out in hours.

If your present mailings exceed 15,000 pieces per month and you think you are saving money going along with present methods—may we say—YOU are entertaining a rather costly illusion.

Drop us the attached coupon and treat yourself to some eye-opening facts.

KNOW PRODUCTS THROUGH IMAGINATION
Bell & Howell
Phillipsburg
PHILLIPSBURG, NEW JERSEY
Successor to Inserting and Mailing Machine Company



Optickler!

When you return coupon, it will bring you a living animation device that reveals the amazing stuffing action of the Phillipsburg Inserter. You will also find the brochure fascinating.



Bell & Howell Phillipsburg Co.
14 E. Jackson Blvd., Chicago 4, Illinois

Send along that living animation of
the Phillipsburg Inserter.

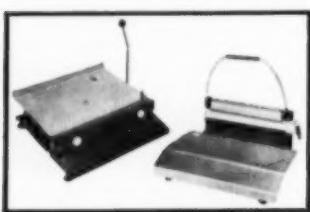
NAME _____
FIRM _____
STREET _____
CITY _____ ZONE _____ STATE _____

RD-B-9

country, with brief descriptions of each hotel. Business executives who have dealings with hotels for meetings, conventions, or just traveling may secure copies of this 152-page directory for the small price of \$1.50. The HSMA has grown tremendously since its early days with about one hundred members. Today the membership is away up in the thousands. Adrian Phillips' direct mail know-how has been partly responsible for the growth.



PORTABLE PUNCHING and binding units have been announced by Plastic Binding Corp., 735 Sherman St., Chicago 5, Illinois. They're designed to give any office the facilities it needs to prepare



professional quality, handsomely-bound catalogs, manuals, sample books, booklets, brochures, presentation portfolios and literally any manuscript compilation. For full details, catalog and price schedules write to PBC.



ANOTHER PAMPHLET worth getting is titled "Pamphlets . . . How to Write and Print Them." Was written by Alexander L. Crosby and was published by National Publicity Council for Health and Welfare Services, 257 Fourth Ave., New York 10, N. Y. Price of this 32-page is \$1.25 per copy and more than worth it. Another fine addition to the series of pamphlets published by NPC over the years to help promotion people in social service organizations. All have been good. You'll get your money's worth out of one chapter on "Putting Life Into Print" and the hilarious examples of the six cardinal sins—verbosity, pomposity, repetition, pretentiousness, dullness, professionalism.



IF YOU MUST PLAN AN ANNUAL REPORT or a meeting where you must prepare a visual communication . . . here's an idea that might help. The Chartmakers, Inc., 480 Lexington Ave., New York 17, N. Y. are offering a series of two-hour afternoon meetings in their headquarters . . . so that advertising or public relations executives can hear and learn the do's and don'ts of

visual presentations. If interested in attending any of these free sessions . . . you can get tickets by writing to Clarence M. LePeer.



REPORT WRITING is always a problem . . . that is, internal reports to management. They can be useful or worthless. They can cost a lot more than anticipated if you don't know the fifteen items to check in determining cost. There is an interesting, valuable, but free, booklet on the subject available from Ross-Martin Co., Box 800, Tulsa 1, Okla. Title: "7 Marks of a Useful Report." If interested write to J. M. Lanigan.



OTTO F. MEYER, Direct Mail Manager of The Wall Street Journal, was elected president of The Hundred Million Club at the June meeting. Otto succeeds Robert L. Fenton, Circulation Director of Street & Smith Publications, retiring president. Elected with Mr. Meyer were: Vice-Presidents, Henry C. Henderson, McGraw-Hill Publishing Co., Inc.; J. Dudley Broderick, Doubleday & Company; Henry Hoke, Jr., The Reporter of Direct Mail Advertising; Secretary: Miss Mary Clark, Street & Smith Publications; Treasurer: Mrs. Phyllis Sawdon, The Sawdon Company, Inc.; Assistant Treasurer: Miss Warnie Geiger, Time, Inc.



PUBLISHER PETE HOKE got the surprise of his life in Los Angeles in June. Actually there were two surprises. First was an unexpected and delightful luncheon with 40 members of the Mail Advertising Club of Los Angeles, after a week in San Francisco attending (and speaking at) NIAA annual convention Florence Peterson, then with Geo. R.

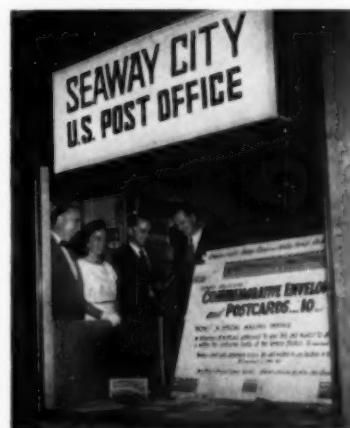


Bryant & Staff Los Angeles office, was behind the arrangements on the QT. Second surprise was visit to Joe Cossman, mail order man extraordinaire. Pulled up in front of his office at 7039 Sunset Blvd., Hollywood, Calif., to be greeted by an outdoor reception (see pix-L/R Cossman, Peterson, Hoke). At some future date, will have to tell you about

Joe's fabulous success with his Spud Guns. Florence, incidentally is back in New York as of July 25 and will announce plans shortly.



ANOTHER COMPANY which planned a good tie-in with the opening of the St. Lawrence Seaway . . . was the Horn Ohio Co. (lithographer, lettershop and direct mail specialist), 528 Caxton Bldg., Cleveland 15, Ohio. Arranged with the Post Office Dept. to have (for five weeks) a "Seaway City" branch . . . as part of Cleveland's exhibition, and where special stationery (Horn designed) was sold. Horn Company also had its delivery truck fitted with a special body . . . a ship on wheels, smoke stacks and all the fittings. Caused a lot of comment.



Pictured (above) in the window of Cleveland's "Seaway City" branch post office are (l. to r.) Mr. Clark, Superintendent of Mail Cleveland Post Office, Betty Haskell, Secretary to C. D. Horn, Mr. Horn and Mr. Ralph Dunbar, Vice President of Horn Ohio.



A NEW COATED PRINTING paper—Prentice Velvet Coated Offset—has been introduced by Kimberly-Clark Corp., Neenah, Wis. The new grade, according to K-C, is designed to provide the answer to those printing situations in which print quality dictates a coated surface, but artistry suggests a soft, velvety appearance.



WATCH THE TREND. As previously reported, the Advertising Federation of America has announced it will move its headquarters to Washington, D.C. in 1960. Now . . . we've received a tip that the board of the Mail Advertising Service Assn. has voted to "set a target date for the moving of head-

quarters office (to Washington) of June 1 to August 31, 1960." Les Gaupp of Pittsburgh is chairman of the committee doing the planning. We think all this is wise. The Printing Industry of America has been firmly entrenched in Washington for many years. There are 550 trade associations in the Capital City which will become more important as time moves on. An advertising and graphic arts combined building with a permanent exhibit should be more than a pipe dream.



□ INCIDENTALLY (see above), congratulations to the two men who are doing so much to revitalize their respective trade associations . . . through far-flung activities and down-to-earth spritely newsletters to members. Max Lloyd, secretary of the Mail Advertising Service Assn. in Detroit and Bob DeLay, president of the Direct Mail Advertising Assn. in New York have probably traveled more and seen more members in the last six months than any two association directors in many years. Their personalized bulletins on the traveling and contacts have been fascinating. Keep up the enthusiasm. Too many associations these days are . . . tired.



□ YOU HAVE PROBABLY SEEN direct mail pieces or letterheads which have been sprinkled with glistening material, such as gold flake. This effect is not accomplished when the paper is manufactured, but can be put on by the printer. If you would like to know how



this is done . . . write to The Dobeckmun Co., a division of The Dow Chemical Co., P. O. Box 6417, Cleveland 1, Ohio and ask for their sample book folder on new "Metalfake." The Dobeckmun Co. manufactures this decorative surfacing material in various sizes, shapes and colors.



□ MORE ABOUT GADGETS: Several months ago, we gave you a list of firms who can supply gadgets and other nov-

elty items for mailings. Add to that list Milton Graifman of Excitements, Inc., 37 W. 20th St., New York 11, N. Y. Mr. Graifman is issuing a monthly bulletin describing various groups of gimmicks with suggestions on how they can be used. Copy tie-ups, etc. Interesting. We are not promoting the general use of gadgets . . . just telling you where you can get them.



□ ENJOYED SEEING in a press release a picture of our old friend and former DMAA treasurer . . . handsome, white-haired Fred May . . . welcoming members of the Boston Club of Printing House Craftsmen to an open house at the Rising Paper Mill at Housatonic, Mass. Sixty-one club members and their wives were taken on a mill tour and then entertained for lunch at the Berkshire Inn in Great Barrington. These mill tours are delightful. More producers and users alike should take advantage of



them. Shown in picture are: Fred E. May, president, Rising Paper Co., with mill production manager, Robert B. Anderson (left), welcoming president-elect, John J. Fitzgerald, and retiring president, Edward J. Kelley of the Boston Club of Printing House Craftsmen.



□ THE BROWN FORUM, house magazine of Brown-Forman Distillers Corp., Louisville, Ky. won top award for best employee house magazine at recent convention of International Council of Industrial Editors. Judged in the competition were some 850 publications from United States, Canada and the United Kingdom. The 12-page, two-color magazine is written for and by Brown-Forman employees with Vernon L. Boylan of the public relations department acting as editor.



□ TALK ABOUT LOCAL PUBLIC RELATIONS. Claude Martin of the Pardee Company, Inc., 310 E. ST. Clair St., Indianapolis 2, Ind. pulled a good one when Harry Maginnis of the Associated Third Class Mail Users appeared at the local direct mail club. Claude wrote personal letters to each newspaper, radio and TV station . . . told them Maginnis had a hot story to tell on the postal "deficit" . . .

invited them over to the hotel to hear the story in advance. There was a madhouse at the Hotel Warren in the morning before the meeting. All during the day there were news flashes on radio; in the evening each TV station had stories about "The true facts of the so-called postal deficit and why they are not told." The Indianapolis Star gave it most complete coverage. Here's an idea for other direct mail clubs. Incidentally, there is a possibility brewing of an association of local direct mail clubs under the aegis of the DMAA. Several meetings have been held, but plans will be crystallized at the Montreal convention. We will have a full report later . . . with a complete list (we hope) of all local direct mail clubs presently organized. Help! Officers of local clubs: Send us your list of officers, date, schedule and place of meeting.



□ BE SURE to say hello and goodbye to Victor Perry when you see him at the Montreal convention. That will be his last official act as Public Relations Officer of the Canadian Post Office at Toronto. He will fly home from convention on the 16th to retire on Friday, September 18. He has been a longtime attendee of DMAA conventions. He is one of just six Honorary Lifetime Members of the association. He has done much for direct mail and we will all hope that even in retirement he will want to attend the annual get-togethers. Shown



is a picture of Vic (right) with the Honourable William Hamilton, taken on a recent visit by the Postmaster General to Toronto.



□ LIST BROKERS are getting tough with any customer who violates promise not to copy rented lists. They should. Recently, a member of the National Council of Mailing List Brokers filed a lawsuit against a mailer who had rented three lists. Dummy names revealed the fact that lists had been used more than once. Upon being billed for extra usage, culprit refused to pay. At a private hearing before a judge of District Court . . . the violating mailer was ordered to pay for unauthorized use, and was also ordered to sign a stipulation that names



Copper Powderless Etching...

Superior printing—molding is now a reality in copper plates. Greater depth in highlight, middletone and shadow areas.

**HORAN
ENGRAVING CO.,**

44 West 28th Street, New York 1, N. Y.
Murray Hill 9-8585

Branch Office: Newark, N. J.



**Before you
make your
next mailing
... CHOOSE
FROM THE
1/4 BILLION**

**MAIL ORDER BUYERS
INQUIRIES and PROSPECTS**

For an immense fund of data and MOSELY custom-prepared LIST RECOMMENDATIONS, simply send us in confidence a detailed letter about your list problems along with sample mailing pieces, ads, etc. NO COST OR OBLIGATION. Write:

Moseley

**MAIL ORDER
LIST SERVICE, Inc.**

MAIL ORDER LIST HEADQUARTERS

Dept. R-63

38 Newbury St., Boston 16, Mass.
Charter Member National Council
of Mailing List Brokers

would not be used again. List owners have now been advised that if evidence appears that names have been used again, they should personally file a complaint with the District Attorney. That's the stuff. Let's get tough with the crooks. There has been too much pussyfooting in the past. Even now . . . we apologize for p-f-ing by not mentioning all the names involved.



□ FREE SUMMER TRAVEL PHOTOS are offered by Travel News Service division of J. Walter Thompson Co., 420 Lexington Ave., New York 17, N. Y. in latest mailing to editors. Thirty-three available photos and nine line drawings are shown, together with a page of suggested travel editorials. It is not accidental that in each photo someone is carrying or shooting a camera. JWT is agency for Eastman Kodak . . . and this is part of the public relations program. If interested in getting good photographs for house magazines or special promotion, get on the list to receive these photo offers.



□ DATES HAVE BEEN SET for the 1960 Advertising Essentials and National Sales Aids Show. It will be held on March 28-29-30, at the Hotel Biltmore, New York. This is the fifteenth such show to be sponsored by the Advertising Trades Institute, of which Thomas B. Noble is chairman. Information concerning space and guest tickets are available from ATI, 135 E. 39th St., New York 16, N. Y.



□ CHRISTMAS GIFTS were eliminated back in 1953 by the Johnson Motor Lines, Charlotte, N. C. In their place, the company announced it was supporting the National Merit Scholarship Corp. in the nationwide program of education of worthwhile students. The Johnson company recently issued a folder reporting on progress so far. There have been eight Johnson Scholarship winners since the 1955-1956 year (two each year). Coincidentally, Ed Myers of Saltwater Farm, Damariscotta, Maine, at DMAA's Chicago Mail Order Workshop recommended a similar program for mail order people. There is a tax saving involved, according to Ed.



□ WE OFTEN WONDER why some firms refuse to allow their direct mail successes to be publicized. It's frustrating . . . when we find a good case history and then get a thumbs down from top brass because they don't want to let competitors know what they are doing. Good competitors usually know what

others are doing. Dumb competitors are not worth worrying about. Very few dare to copy successful work of others for . . . what works in one case may not work in others. Don't be bashful. Send your case history to us.



□ CHAMPION PAPER AND FIBRE Company, Hamilton, Ohio, has announced formation of wholly owned subsidiary, Champion Paper Specialties, Inc. Sterling E. Brown is president. The new corporation will process and merchandise a line of cut-size papers for offset, duplicating and other small printing equipment; gift wrap and box wrap papers; data processing papers, including small rolls for adding machines; and other specialty lines.



□ REMEMBER . . . the minimum rate on odd size third class mail was raised by last year's postal bill to 6c. After considerable argument and delay, Congress finally changed it by Public Law 86-56 which became effective June 23, 1959. The minimum rate is now and will be 3½c, which helps the pharmaceutical manufacturers, for example, quite a bit with their sample mailings.



□ THERE'S A NEW DIRECTORY which should prove helpful to anyone who must make contacts "on the Hill" in Washington. It is titled "Congressional Staff Directory." Published by firm of that name at 221 Congressional Hotel, 300 New Jersey Ave., SE, Washington 3, D.C. Was edited by former member of Congress, Charles B. Brownson. Price is \$7.50 each with quantity discounts. It's a one source listing and biography of all important staff assistants (formerly hard to find). As everyone close to Washington knows . . . reaching the right staff assistant is often far more important than fumbling around at the top.

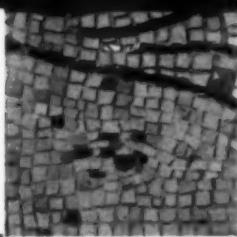
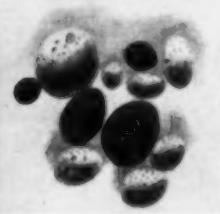


□ CONGRATULATIONS to Mercury Messenger Service of 171 Madison Ave., New York on its 20th Anniversary. (Seems like The Reporter has used it that long.) Up to this time, Mercury has been solely a New York outfit (with 16 local branch offices employing 300 foot messengers and a fleet of trucks). But to celebrate the anniversary, Vice President Irving Seiden announced that Mercury will now have subsidiaries and equal facilities in 47 cities in the United States. Diners' Club members can now charge their messenger service in any covered city through the club. Irv Seiden

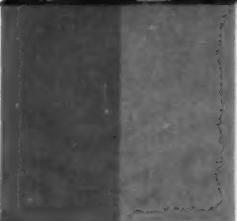
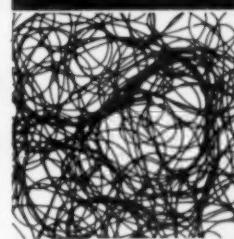
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Penn/Brite
Offset
the value sheet



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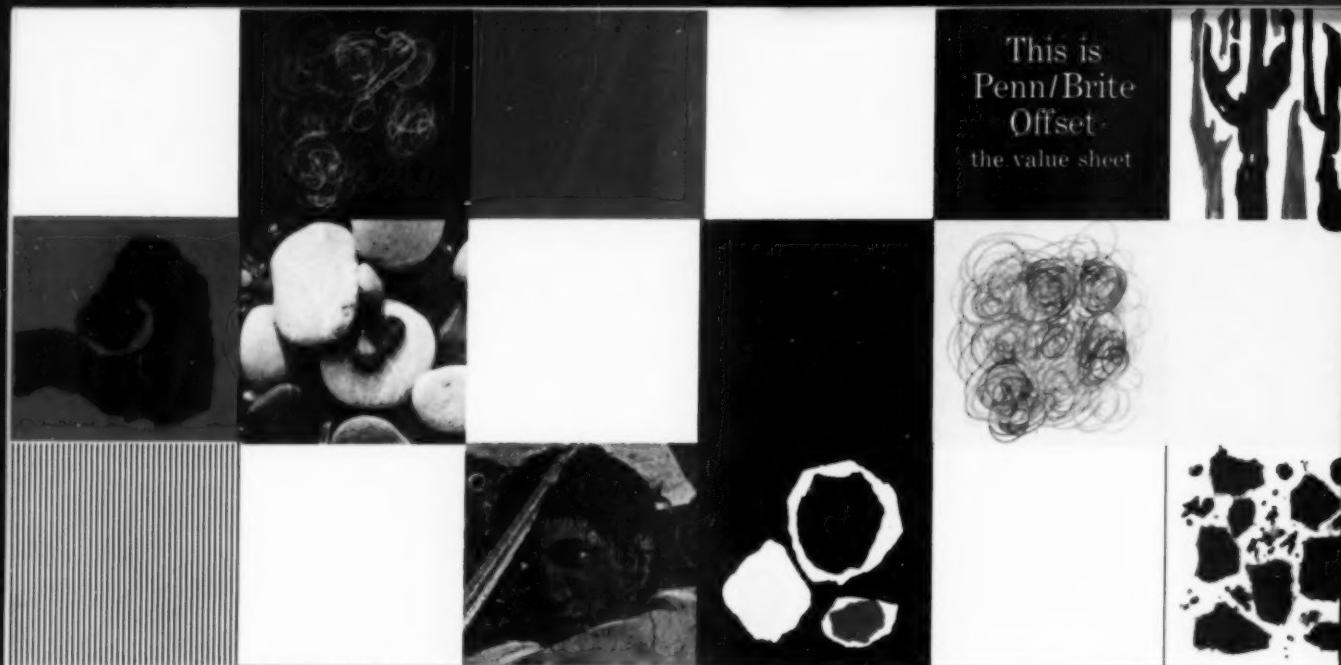
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This is
Penn/Brite
Offset
the value sheet



This is
Penn/Brite
Offset
the value sheet



New York and Penn commissioned designer Leo Lioanni to create this insert, and to incorporate in it practically all of the demands on the printability of paper which could be encountered.

See for yourself how faithfully Penn/Brite Offset has reproduced each of his design elements... how well it has passed his "torture-test."

Penn/Brite Offset is the white, bright, value sheet that comes to you moisturized and double-wrapped. Write for new, complimentary swatch book and the name of your nearest distributor. New York & Pennsylvania Company, 425 Park Avenue, New York 22, New York.

New York and Penn
Pulp and Paper Manufacturers



Designer: Leo Lioanni is Art Director of Fortune Magazine. During the past decade his work has won him designation as "Art Director of the Year—1955" and the Gold Medal of the Architectural League of New York—1956. He is Design Director for Olivetti and was the designer for the "Unfinished Business" pavilion at the Brussels World Fair last year.



can vouch for the fact that direct mail has been of great assistance in the remarkable growth.



MORE NEWSLETTERS are appearing frequently. Seems they are getting more popular than house magazines for keeping in touch with customers and prospects. They are more economical and easier to produce. Must be interesting to gain readership. Latest Vol. 1, No 1 is Pet-A-Gram to be issued monthly by All Pets Magazine, 18 Forest Ave., Fond du Lac, Wisc. We like format Editor Bob Westenberg has adopted. Four pages are jammed full with helpful short notes for pet store owners and supply manufacturer-advertisers. Bob manages to insert here and there some good suggestions on the use of direct mail.



A NEAT PRESS RELEASE always demands more attention than a sloppy production. One that caught our eye this month came from Denver, Colo. in behalf of Frankel Mfg. Co., 285 Rio Grande Blvd. Seems like the Frankel Company has developed a brand new type of fast drying, non-smearing ink for stencil duplicating machines . . . and one that will not dry on the ink pads of the machines. New product is called Klean-Write and comes in either liquid or semi-paste form. What made information more interesting was that press release was produced on machine using new ink. A convincing demonstration. Clean-cut stencil duplicating. Looked like sharp offset. Get details from company.



FUNDAMENTALS OF PRINTING is title of 48-page booklet available free from Kimberly-Clark Corp., Neenah, Wis. or from any of its local paper merchants. It was published originally in January of 1959 but is already in its fourth printing after a hundred thousand had been distributed. It's a wonderful book for beginners who want to learn the graphic arts. This is only one of the several informative booklets on the graphic arts produced by Kimberly-Clark during recent years.



DO YOU KNOW what an "Outsert" is? We didn't either until we received a folder from Eureka Specialty Printing Co., 530 Electric St., Scranton 9, Pa. telling us all about them. Outserts are really the same as inserts (or stuffers) but instead of being used inside envelope or package, they are attached to outside of product packages. A number of national advertisers have used them with success on such items as canned milk, meat, fish, detergents, etc. This is really direct ad-



DOES your envelope carry this sign on it? If it does, you need Cupples "Personalized" envelopes for sure. They invite readership at once and are designed to give your mailing complete acceptance. This is of the utmost importance to direct mail advertisers. To make your next mailing the best ever, think of Cupples "Personalized" envelopes. Our smart striping, points the way for bigger sales. Call Cupples and arrange to have us do a sketch for you, showing just what can be done to beautify your envelope. Take that "DO NOT DISTURB" sign off your envelope and invite your customer in, this is good selling and good selling is good business.

Cupples
envelope co., inc.

360 Furman Street • Brooklyn 1, New York

SALES OFFICES: PHILADELPHIA • BOSTON • WASHINGTON

HAS YOUR ACCOUNTANT OR LAWYER TOLD YOU?

The nation's leading publishers, book and record clubs, business and financial advisory services, gift houses and mail order firms—are constantly seeking new mailing lists.

Examine your files! Do you have coupons from advertising, sample or premium requests, contest entries, sales leads, customer lists, inquiries or prospects? These names are valuable! Over 4,000 companies receive royalty checks from renting their lists. Your company, too, can enjoy this extra income.

EXECUTIVE PLANNING CALENDAR

If you have more than 15,000 names, may we send you a brochure describing the income potential from renting your lists? With our compliments you will also receive a spiral-bound 9x12 calendar with spaces for notations and at-a-glance planning features. This unique desk-aid is invaluable in scheduling appointments.

Please request on your company letterhead. State quantity of names available, how acquired and the form in which your list is maintained.

LEWIS KLEID, INC.
25 West 45th St. • New York 36



Reduced or enlarged to fit your layout... negative or positive... No photo-print charge!... No photostat charge!... No minimum charge!... Unlimited choice of styles!... 24 hour service! New FREE specimen chart on request. Mail service anywhere in U.S.A. Address Dept. DM.

**RAPID
TYPOGRAPHERS
INC.
305 E. 46 ST., N.Y. 17
MU 8-2445**



vertising. Getting your printed advertising into the hands of each person who has been interested enough to buy your product. For more information . . . write to Eureka. Note: The trade name "Outsider" has been registered in the US Patent Office.



□ AMERICAN ASSOCIATION OF ADVERTISING AGENCIES, 420 Lexington Ave., New York 17, N. Y. has issued its 1959 "Roster and Organization." The 106-page booklet lists (as of May 31) 339 AAAA member agencies which place about three-fourths of all US national advertising. The 339 agencies operate 693 offices in 104 cities in the US and in 49 cities outside the USA. Interesting parts of booklet are qualifications for membership, agency service standards, standards of practice and a statement of AAAA aims.



□ SPEAKING OF SELLING is the title of a two-page bulletin issued frequently by sales consultant and showmanship speaker, Zenn Kaufman, whose address is 420 Lexington Ave., New York 17, N. Y. Each issue contains six or so valuable tips, or anecdotes, about selling. Zenn should be willing to send a sample to interested Reporter readers.



□ BE CAUTIOUS of all chain letter schemes no matter how innocent they seem. One going the rounds in some areas promotes the idea of investing in two \$25 U.S. Savings Bonds. A laudable activity on the surface. Participants are assured that if they keep chain going by sending to eleven other persons . . . eventually the investor will receive a deluge of new bonds totaling some \$38,400 cash value, but with \$51,200 face value. All such schemes violate postal lottery laws. They are also fraudulent because they always collapse of their own weight.



□ AN INTERESTING LETTER FROM J. T. Eldridge, public relations officer, Westeels Industries Limited, 31-33 Parramatta Road, Lidcombe, N.S.W., Australia tells of a contest his company conducted to find the best photographs of difficult welding jobs. Idea was to promote increased knowledge of Eutectic Welding Rods which are secured from Eutectic Welding Alloys Corp., Flushing, N. Y. Promotion of contest was handled nearly entirely by mail to all prominent engineering firms . . . with salesmen handing out reprints of contest announcements to employees. Winners received

Hanimex Cameras. Entries were beyond expectations. Hawkins Advertising handled promotion. They also are agency for camera manufacturer.



□ STRIKE? is the one-word caption on an interesting five-wing folder mailed by Barbour Bros. Steel Co. Inc., Marion & Reservoir Sts., Trenton 1, N. J. just at the time folks dependent on steel were worrying about the threatened strike. Four wings of the folder, as opened, revealed cartoons showing different kinds of strikes (fishing, baseball, boxing . . . then labor). Barbour piece promised their warehouses could fill most any needs. Interesting treatment developed by agency . . . Eldridge, Inc., Trenton 8, N. J.



□ NEAT IDEA in a mailing from Mailograph Co. Inc., 39 Water St., N.Y. 4, N. Y. Carrying envelope contained on reverse side a typical form used by film developing firms. Inside, a photographic spool with red backing of film showing. Pull strip from spool and it measures 2½" x 2¾". Red backing carries through, but "developed" side has pictures and captions plugging idea of using strips like this for dramatizing sales message. Stunts using imitation photographic films have been used before, but not quite so realistically as in this case. Write for a sample.



□ IF YOU'D LIKE TO KNOW where to get those miniature shears, pliers, jack-knives, nutcrackers, and tin snips, write to Gries Reproducer Corp., 125 Beechwood Ave., New Rochelle, N. Y. These tiny, die-cast, zinc alloy tools which actually work can give added punch and sales appeal when used on letters. Some ingenious ways in which the tools and sales story can be most persuasively combined are illustrated in the Gries bulletin.



□ ANOTHER JUMBO MAILING arrived this month. Must be a trend toward them . . . after format was dormant for many years. This time piece was created to promote Keller-Crescent Co. (deluxe printers), 20-26 S. E. Riverside Drive, Evansville 8, Ind. Self-mailing broadside measured 9" x 13¼" . . . but opened four times, you arrive at a mammoth 53½" x 36½" spread. Copy and art appeal wrapped around the old story of three blind men trying to describe an elephant (by where they touched). Inside, full-color spread of a casserole of food

DRY BEFORE IT HITS THE TRAY



Yet **NEVER** Dries on the Ink Pad!

Klean Write Super Emulsion Duplicating Inks!

Klean Write Super Emulsion Inks will revolutionize stencil duplicating! Run your finger over the copy as it comes from the machine—absolutely dry! No slip sheeting, no blurring, no soaking through! And yet, the ink can NEVER dry on the ink pad!

You've never seen anything like it! Copies as dark, sharp and clear as you

get from *offset printing* . . . and that holds true whether you make 15 copies or 15,000 because Klean Write Super Emulsion Inks *cannot* damage your stencils.

A chemical miracle from the research laboratories of the Frankel Manufacturing Company, world leaders in duplicating supplies for 53 years.

In Liquid or Semi-Paste form, for use on any duplicating machine



Klean Write 726 SE Liquid
List Price \$2.50 lb.



Klean Write 200 SE
Semi-Paste
List Price \$2.90 lb.

Special Discounts to Letter Shops

Try it once—we know you'll never use anything else!

Frankel Manufacturing Company

285 Rio Grande Blvd. • Denver 23, Colorado

Please send me a trial order of Klean Write Super Emulsion Stencil Duplicating Ink. If I am not completely satisfied I will return the unused portion of the order and remit no payment.

Check One:

Klean Write 726 SE Liquid
Quantity _____ lbs.

Klean Write 200 SE Semi-Paste
Quantity _____ lbs.

Name _____

Firm Name _____

Address _____

City _____ Zone _____ State _____

FRANKEL
MANUFACTURING CO.
285 Rio Grande Blvd. • Denver 23, Colo.

is one of the finest pieces of lithography we've ever seen. This piece of showmanship should be in your idea file.



SOMEONE SHOULD TELL a real estate company at 907 Broadway, New York how not to waste money on direct mail. Dick Kline of Forbes Magazine showed us six (6) identical pieces received in the same mail. And the duplications (handwritten addressing) were not the only waste. Each arrived in heavy 9" x 12" manila envelope. Inside . . . a single 8½" x 11" sheet printed on both sides. One side, poorly arranged, offered three entire floors of space in midtown location. Other side, a typical floor plan. No accompanying letter to do a selling job.



RELIGION IS BIG BUSINESS. If you have not seen it . . . you should write for the 1959 Progress Report of the Oral Roberts Evangelistic Assn. Inc., 1720 S. Boulder Ave., Tulsa 2, Okla. The 28-page, 9½" x 12¼" brochure, titled "Souls Unlimited," is really amazing. The best of modern designers, artists, photographers, typographers and lithographers must have been responsible for the planning. Impossible to describe the impressive promotion piece which

celebrates the completion of Tulsa's most beautiful edifice, "The Abundant Life Building" . . . which now houses the 453 members of the Oral Roberts staff. If you write . . . also ask for copy of the 12-page special section of The Tulsa Tribune for April 30, 1959. Describes growth and operation of project, which includes fabulous amounts of direct mail and printed literature. This is the most brilliant promotion of religion we have ever seen.



ADD to attractive anniversary booklets . . . the twenty-page 6" x 9" Fiftieth Year promotion of The Dudley Paper Co. (merchants) 740 E. Shiawasse St., Lansing, Mich. It's really a simple, down-to-earth explanatory job. Appropriate gold cover, without wording, is die-cut to show company logotype on first inside page. Pictures and historical data . . . well done. An anniversary booklet doesn't necessarily have to be extravagantly elaborate to be effective.



YOU SHOULD KNOW about the 32-page booklet, "How to Work With Mailing List Brokers." It was compiled by the National Council of Mailing List Brokers, 55 W. 42nd St., New York 36, N. Y. but was released as a DMAA Research Report. Free copies were sent

to all members. Additional copies are available for \$5 . . . but your list broker will probably give you one.



AS A FORMER PITTSBURGHER . . . we loved the 100-page 8½" x 11", paper covered book celebrating the bicentennial of that city. It's titled "A Pittsburgh Album (1758-1958)." A terrific, impressive job. It was tackled by Herbick & Held Printing Co., 1117 Wolfendale St., Pittsburgh 33, Pa., sponsored or needed by the Pittsburgh Post-Gazette. Top-flight writers, historians, photo researchers, designers, etc. cooperated in the venture. Even to non-Pittsburghers it's a fascinating tale of the struggle to make a model city against discouraging obstacles. Recommended reading by this reporter. Extra copies can be obtained for \$1.50 from the Public Relations Dept. of the Pittsburgh Post-Gazette. All profits from sale of book go to the Western Pennsylvania Historical Society.



CASHING IN on the "credit card age," Knott Hotels has created a "Credit Card Record" form. Because lost or stolen credit cards have become a growing problem, the "Credit Card Record" is a natural, both as a protection against loss and inconvenience and as an effective promotional piece. Consisting of a simple 8½" x 11" folder, the "Credit Card Record" has space for all the names and account numbers of any credit cards an executive might carry. This information, kept on permanent file, either with the card holder or in his office, is all that is needed to cancel a lost card and obtain a new one. In addition to its function as a credit card record, it is an ideal medium for promoting Knott's own credit card, as well as their phone and teletype reservation service. Idea was developed by Knott's agency, Hickey Murphy Division of James Gray, Inc., 216 E. 45th St., New York 17, N. Y.



A HUMANIZED ANNUAL REPORT for a bank certainly deserves a salute. We'll give one to The Citizens and Southern National Bank, Marietta at Broad, Atlanta 2, Ga. (and affiliates in Georgia) for the gorgeous 1958 report. Maybe we are prejudiced because we know Margo Venable, assistant advertising manager, who mothered the production and distribution. Margo is well-known at DMAA conventions. We like this report because it's more like a personal conversation between President Lane and his customers, employees and stockholders. He uses the personal pronouns in just the right vein. Even tells

The advertisement features a large envelope with a window. Inside the window, a woman is smiling. The text "DISPLAY WINDOW ENVELOPES" is at the top right, and "INVITE YOU INSIDE" is written across the middle. Below the window, it says "GREATER DIRECT MAIL RETURNS". On the left side of the envelope, there is smaller text that reads "MR. DIRECT MAILERS PRESIDENT".

You've got to get the prospect INSIDE to get your message OUT. Tension's Display Window Envelope beckons your prospect inside into your sales story. Frame a "teaser" portion of the enclosure with a die-cut display window. Utilize color from the sales material (appearing through the display window) to create interest, bring action and increase returns. Tension's manufacturing skill assures "perimeter sealing" of the window patch for smooth, snag-free inserting. Display windows can be die cut in almost any shape—in any position.

FREE SAMPLES! Get the whole wonderful story of Tension Display Window Envelopes, including typical samples. Write now to:

TENSION ENVELOPE CORPORATION

Campbell at 19th St.

Kansas City 8, Missouri

NEW YORK 36, N.Y.
ST. LOUIS 10, MO.
KANSAS CITY 8, MO.
FT. WORTH 12, TEXAS
MINNEAPOLIS 1, MINN.
DES MOINES 14, IOWA

322

personal stories, such as how rankled he was when as a younger man he was turned down for a loan by a Connecticut bank. Wonderful job.



THE STILL YOUNG Irish Direct Mail Assn. wound up another successful year with rapidly increasing membership. At last meeting of 1958-59 season . . . First Award for Best Sales Letter of the Year went to Wartex Ltd., 34 Aideen Place, Lr. Kimmage Road, Dublin. During the year, several visitors from the USA attended and the DMAA slide film of Leaders was shown. Honorary Secretary Brian Clancy, 58 Upper O'Connell St., Dublin, would like to be advised in advance about visitors from the States . . . and possible speakers. Write if you are planning a trip for next fall or winter.



A CORPORATE IMAGE is pictured in a dramatic way in an 8½" x 10½", 16-page brochure issued by Itek Corporation, Route 128, Waltham 54, Mass.—manufacturers of technical equipment and parent organization of Photostat Corporation of Rochester, N. Y. Four-color cover of a "chromatic aberration" is startling. Fine photography, expert typography and interesting copy tell a

fascinating story of company development. If you write to President Richard S. Leghorn . . . you can probably get a sample for your idea file.



ANOTHER good corporate image piece came to us from the Wassell Organization, Inc., Westport Conn. A 7¾" x 9¾", 32-page brochure titled "To Speed Up Operations . . . A documentary report on some uses of 'the instrument panel of management' in the U.S. Army Ordnance Missile Command." Tells how production control charts are being put to use in defense plant operations. How the Wassell Organization has grown! We remember the two Wassell brothers when they were promoting automatic typewriters during the early thirties. Then they started a small operation devoted to movable-marker wall charts . . . a hard row to hoe for a number of years. But now Wassell production control tools are used by more than 30,000 top-drawer American companies. There's an interesting booklet, "16 Effective Tools," available.



IMPORTERS . . . WATCH OUT! Recent bulletin of the Milwaukee Better Business Bureau told about an unusual case. A complaining housewife had pur-

chased through a well-known mail order house a bamboo household gadget made in Japan. She placed it in a cupboard temporarily. A month later she discovered kitchen was infested with bugs . . . a powder-post beetle, according to experts called in. The bamboo had been eaten . . . so had sugar, flour, cereals and even plastic ware. It was necessary to call in professional exterminators. So . . . mail order houses better watch out for bugs in the bamboo. Housewives would rather have old-fashioned ants in the pantry.



A HUNDRED-DOLLAR-A-YEAR subscription will get you the new upcoming "Bernays Public Relations Counseling Letter" . . . to be published every two weeks by Leon Shimkin (chairman of the board of Simon and Shuster, 630 Fifth Ave., New York 20, N. Y.) The four-page newsletter, first of its kind, will be written by the dean of counselors on public relations, Edward L. Bernays, assisted by his equally talented wife, Doris Fleishman Bernays.



THE CRAZIEST HOUSE MAGAZINE we've seen in a long time is produced by Markem Machine Co., Keene, N. H., manufacturers of machines for industrial marking jobs. Perhaps we

Your INSURANCE that every label GETS on, STAYS on ... every piece GETS LABELED ... FAST!

Model E

CHESHIRE Labeling Equipment

Fully automatic accuracy — applies up to
12,000 pre-addressed labels per hour

SAVES IMPORTANT TIME — SAVES BIG MONEY on pre-addressed labeling jobs for many types of mailings. No wasted labels, no skipped pieces! Every label accurately, neatly applied on the proper spot. **Models start at \$3000**
*Labeling Heads available as separate units
for various types of machines not manufactured by Cheshire*

Applies labels
to envelopes,
postcards and
lightweight
printed pieces
up to 11" x 14½"



Widely used by
volume mailers.
There's a model
for your need.

Investigate now —
NO OBLIGATION!

CHESHIRE Inc.

1644 North Honore Street • Chicago 22, Illinois



Stereophonic Music Society List of 100,000 mail order buying music lovers available on a rental basis.

- A. 45,000 owners of stereo tape machines who spend an average of \$100 per year.
- B. 55,000 record player owners who spend an average of \$75.00 per year.

List is on speedometer plates, includes Bona Fide purchasers only, 99% are mail order buyers. Used by some of the top mail order organizations (names on request). Rental . . . \$20.00 per M.

Stereophonic Music Society, Inc.
303 Grand Avenue, Palisades Park, N. J.
W1 7-2584

Gene Welk
DIRECT MAIL ADVERTISING
for . . .
Advertisers - Agencies
Publishers
647 Kent Avenue,
Teaneck, New Jersey

The MULTIPRESS
FOR IMPRINTING
ENVELOPE PRINTING
SPECIALTY PRINTING
WHAT'S YOUR LINE?
Write Dept. R for literature

B. VERNER & CO., INC.
52 DUANE ST., NEW YORK 7 • RA 7-1466-7

shouldn't use the word "craziest" but it's the only description we could think of. It's not a joke book like Parts Pups or Wheelco. The four-pager is made up like a smalltown newspaper. Masthead reads: "Markem's Remarkable Monadnock Ledger . . . Being a swift, if fleeting, impression of public events at home . . . with selected choice remarks on marking." The smalltown gossip and news items are out of this world. "Society column" is a riot. There is a slight bit of semi-serious selling on the back page. Don't know why we've never seen this masterpiece before. May 1959 issue recently sent to us by amused William Bryant of Wendell's Inc., 2424 E. Franklin, Minneapolis 1, Minn. was number 70. Couldn't begin to describe the humorous copy without reprinting the whole thing.



SORRY TO HEAR that the famous house magazine Stet will be discontinued after nearly twenty years of distinguished service. Stet was a house magazine for house magazine editors and was edited by well-known K. C. (Casey) Pratt for the Champion Paper and Fibre Co., Hamilton, Ohio. Champion officials, in announcing the decision, emphasized that the field has changed so much since the magazine was started in October 1940. Many schools now teach courses on the subject . . . there are associations for industrial editors . . . the industrial editors themselves have become more professional . . . trade magazines have increased coverage of house magazine problems, etc. Therefore, Champion will increase activities in other areas where a greater need exists.



THREE AND A HALF MILLION families in three key market areas will receive more than thirty million grocery product coupons next October. This will be the second Giant Value cooperative promotion designed by Oscar E. Rudsten and Associates, Boston. O. E. McIntyre, Inc., 460 Park Ave., New York 22, N. Y. will select the lists and handle the monster mailing.



A PRESS RELEASE from the Winchell Co., 1315 Cherry St., Philadelphia 7, Pa. announces that the company has acquired a patent on a printing process which graphically depicts, in a 3-dimensional effect, the features of machinery or other complex products. Accompanying the press release was a specimen of a catalog booklet prepared for The Yale & Towne Mfg. Co. of Philadelphia. An intricate series of die-cuts on three of the inside pages show the inside com-

ponent parts of a Yale Cable King Wire Rope Electric Hoist . . . from both sides of the machine (that is, the fronts and backs of the die-cut sheets). It is a clever production job . . . but we doubt if the technique is patentable. The idea itself is as old as the hills. This 3-dimensional effect was used back in the early 1930's by German organizations, either with printed transparencies or a series of die-



NATIONAL PUBLICITY of the right kind was given to direct mail when David L. Harrington, chairman of the board, The Reuben H. Donnelley Corp., Chicago appeared on Dave Garroway's Today NBC-TV program Tuesday morning, July 14. Arrangements were made through The Business Mail Foundation, 130 E. 59th St., New York 22, N. Y. Dave, as you probably know, was recently elected first president of the BMF. Transcripts of television interview are available from The Business Mail Foundation.



THE PHOTOGRAPHIC INDUSTRY is explained with great detail in the Third Annual (1959) Statistical Report published by Photo Dealer Magazine, 33 W. 60th St., New York 23, N. Y. It was compiled by Augustus Wolfman, and copies are available on request. Photography is business . . . now more than a billion dollars a year . . . a 112% increase since 1950. 1959 sales expected to top two billion. It's estimated there are 38.3 million cameras in use by the American public, but amateur picture takers account for only 37½% of the national sales total. All the rest is in commercial, professional and industrial usage.



ANIMAL DEPARTMENT! Seems like a lot of folks have turned to the idea of having animals do the talking in sales letters. We've had frogs, beavers, crickets, mice, etc. writing humorous letters. Now we can add Oogruk, the lonely and run-down-at-the-flipper young seal who doesn't like water, but who is writing some clever letters as "Communications Engineer" for Seal, Inc., Shelton, Conn.—manufacturers of professional dry mounting equipment and supplies. These hypothetical characters are good when copy is well done.



LAST YEAR, John Yeck of Graphic Service, 846 South Main, Dayton 2, Ohio developed a surprising new twist for business reply cards. He sent out a mailing piece which contained a zippered reply card. That is, the two separate sides

of a zipper strip were attached (1) to mailing card and (2) to reply card. Now . . . John has another novelty. Instead of a zipper strip, . . . he uses the new "Velcro" fastening cloth just being introduced in clothing. One part of cloth is woven with extending loops, the other part has woven hooks. They adhere closely together . . . but can be torn apart indefinitely. These strips are now on the new Graphic Service mailing.



TO CATCH THE EYE of winery owners . . . Gould Pumps, Inc., Seneca Falls, N. Y. developed a tricky but appropriate folder. Measures 3 3/4" x 8 1/2" when folded and mailed in envelope, but opens up into a 3 3/4" x 25 1/2" strip on which is printed a sketch of a 22 1/4" high wine bottle. Within bottle outline sketches of equipment and selling copy. More information on back. Inquiry card inserted in die-cuts at bottom of bottle. Interesting example of devising a format to tie in with end use of service advertised.



CHAIN STORE AGE for June 1959 reports on another annual "Conference in Print" by the Variety Store Association (small store owners can't leave business for a convention). Similar to reactions reported last year . . . variety stores are learning the power of direct mail. In summarizing conference, Association reported: "Smaller variety companies are in the main following the lead of the Big Ten by increasing advertising budgets. But emphasis is often on direct mail rather than newspaper space." Thanks to eagle-eyed Bob Cramer, the goldfish man, for spotting this one.



MANUFACTURING OF MAILING EQUIPMENT is getting to be big business. A far cry from the 1920's when there were only a few companies in the field. Friden, Inc. of San Leandro, Calif. (manufacturers of calculating, adding machines, systems and mailing room equipment) has just announced the purchase through stock transfers of the Cummings Corp. of Boston, Mass. and International Postal Supply Co. of New York. Manufacturing operations of the two new subsidiaries will be at Lewistown, Pa. Cummings will produce collators, and International will manufacture postage meters, canceling machines and other imprinting devices. Friden has also acquired rights to a Swiss mail inserter and plans to add a folding machine. Production men and office managers will have to do a lot of reading to keep up with all the developments in the mailing equipment field.

EVERY MONTH when we get down to the tail end of the usually pleasant job of writing Short Notes for The Reporter . . . we have a definite pain in the neck over one subject . . . over the terrifically bad, absolute stupid press releases sent out by so many organizations which should know better. Who writes these dumb releases? Some come from the best advertising agencies . . . but they are still dumb. We have to read well over a thousand (maybe it's two or three thousand) press releases a month. We get possibly fifty to a hundred usable ideas. We dislike most the high-hat ones where Mr. Bigdome is "quoted" as saying something in every paragraph. You'd be surprised how many releases are poorly organized. Had to read one two-pager about a newsworthy activity four times to get the essential ten or so lines. Worst fault is not giving address where more

information can be obtained. Particularly annoying are releases about a new book, machine or service which do not give the price. Fred Gyrer or some insult motto creator ought to think up a hot card we and others could mail to the senders of blankety-blank press releases.



BY THE TIME you receive and read this August issue, The Reporter Staff will be in its usual late summer tizzy . . . trying to put to bed the annual pre-convention special issue. It's always a time when accidents can happen, like lost plates or galley proofs. They usually do happen. But we've managed to live through the strain for the last twenty-one conventions and will probably do so again. Will try to look calm and collected when we see you in Montreal.

DESIGNED FOR EFFICIENCY

MACKINAC
Job-Ready BUSINESS PAPERS

Like modern jet aircraft, Mackinac Job-Ready Business Papers are designed to work fast and accurately. They are made for maximum efficiency on modern printing and duplicating machines.

All papers in the Mackinac line are made from 100% bleached, chemical wood pulp and tub sized. They lie flat, feed easily and run smoothly. Each grade is made for a specific kind of work and is prepared for proper ink reception in each process.

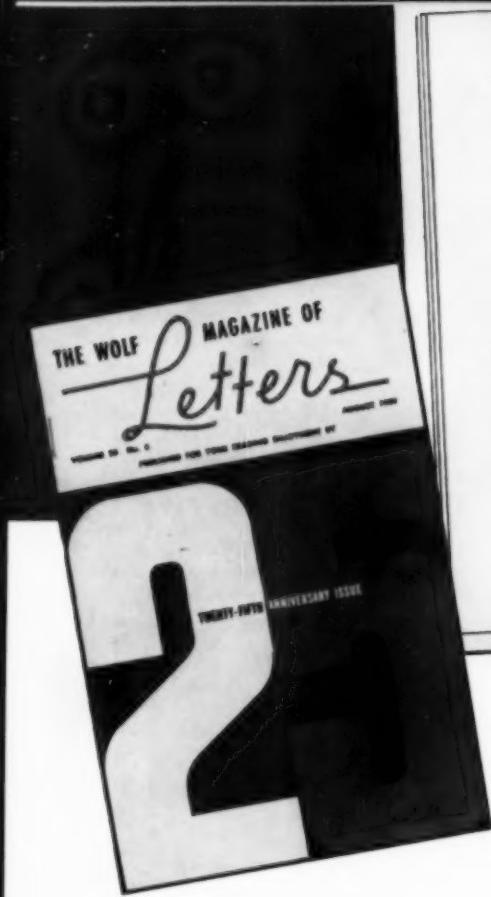
Mackinac Job-Ready Business Papers are precision cut at the mill to sizes 8 1/2" x 11" and 8 1/2" x 14". Mill-conditioned and moisture-proof wrapped. Available in white and six bright colors.

Send for free SAMPLE BOOKS showing White and a full range of colors in each grade.

Sold exclusively through Paper Merchants

FLETCHER PAPER COMPANY

General Sales Offices: 20 N. WACKER, CHICAGO 6, ILLINOIS
Mill at ALPENA, MICHIGAN



H. Jack Lang

THIS month we want to salute and comment upon a unique house magazine which is celebrating a 25th Anniversary with its August issue . . . The Wolf Magazine of Letters. It's an eloquent example of the power of direct mail, for since its creation in 1934, "Letters" has been the only form of advertising used by The Wolf Envelope Co., 1750 E. 23rd St., Cleveland 1, Ohio.

For 25 years, the magazine has had the same 16-page, 4½" x 7" format and the copy inside has been devoted entirely to reproducing outstanding or unusual letters, with brief comments by the editor, Jack Lang. It

might be interesting to newcomers in the field (and oldtimers, too) to review how this promotion started and how it grew.

Reaches Executives Salesmen Can't See

Envelopes are a pretty staple product. There are few features to distinguish one from another. Consequently, service becomes an important advantage in selling stationery products. When Jack Lang was given the job of creating an advertising program for The Wolf Envelope Co. in 1934, he was aware that salesmen

What's His Line?

stranded and made for oil. May you be so, and labor well. It is our earthly portion, and the sweetest of our pleasure.

My heart goes out to you and my hand for all it's worth. Grow, be stalwart and hearty; smile, from me, and persevere, and as the years roll round, consider me one of those who makes you most well.

your servant,
Frank N. Wilcox



BENNETT Cerf's young son Jonathan shows that he is a true chip off the old "Cerf Board," in this carefully contrived apology to his Uncle Herbert (*WML Vol. 20, No. 3, Dec. 1953*)

Dear Uncle Herbert:

I am sorry that I have not thanked you before this for your Christmas present, and I wouldn't blame you a bit if now you forget to send me a present for my birthday which, incidentally, is next Friday, April 3d.

Love,
Jonathan

[10]

"The Road Is Always Better Than the Inn"

AS we mark another milestone, we remind ourselves of the prudent philosophy expressed in these words of insurance man E. E. Ballard. (*WML Vol. 15, No. 3, Dec. 1948*)

Jefferson National
Life Insurance Company
Indianapolis 4, Indiana

Dear Mr. Smallwood:

"THE ROAD IS ALWAYS BETTER THAN THE INN"

If you can be inspired, then this statement of Maurice Maeterlinck, famed author of *The Blue Bird*, should do it. He says, "To me the words of Cervantes, 'The road is always better than the inn,' means a way of life."

"In my younger days I often aimed my hand to reach some goal, finish some job. When this is done, I'd say, I shall find satisfaction and reward. But later I came to realize that each achievement, like each inn, is only a point along the road. The real goodness of living comes with the journey itself, with the striving and desire to keep moving. I find now that I can look back on my eighty-four years with pleasure, and what is even more important to me, I can still look to the future with hope and desire. I have learned to take each inn along the way with a traveler's stride—not as a stopping point but a starting point for some new and better endeavor."

(Dow)

[11]

This house magazine has withstood the test of time by entertaining with letters of all kinds.

SALUTE TO A DISTINGUISHED HOUSE MAGAZINE

How The Wolf Magazine of Letters Has Opened Doors
For Salesmen Throughout 25 Years

By Henry Hoke, Sr.

needed a door opener . . . something to talk about besides the weather. Also, it was desirable for Wolf advertising to reach top executives and others who influenced purchases, but who might not normally be reached by salesmen.

Direct mail seemed preferable to mass media and, more specifically, direct mail in the form of a house organ which would provide envelope prospects with entertainment and perhaps good letter ideas that they might adapt to their own use. Reading other people's mail, Jack Lang reasoned, could be fascinating. He noticed, too, that many men carry in their wallets

letters they consider unusually clever . . . letters that are conversation starters for them. The idea was certainly appropriate for a company which produced envelopes and stationery.

22,000 Names On Wolf List

Though Jack's friend, William Feather, dean of all house organ editors, appraised the first issue as a great idea, he forecast the editor would run out of good material after an issue or two. But Jack Lang, after 25 years, is still finding more good letters than he can edit into the nine issues published annually. In fact, hundreds of contributions are sent him each year . . . many of them in Wolf envelopes. The mailing list for "Letters" now contains 22,000 names, mostly in the Midwest, but requests have come in from all over the world. And Wolf salesmen report pass-along readership adds many more names.

Contents of the little magazine include letters of all types—historical, literary, humorous, timely, general human interest. And of course business correspondence of all forms, such as collection letters, sales letters, answers to complaints. It includes letters authored by the greatest letter-writers among famous people: Charles Lamb, George Bernard Shaw, Madame de Sevigne, Jane Welsh Carlyle, Abigail Adams, Abraham Lincoln, Winston Churchill, Franklin D. Roosevelt and many others. The 25th Anniversary issue features (from the old files) classic letters commemorating anniversaries, birthdays and other important events.

Over the years, some of the best practitioners of sales letters have been represented in the Wolf magazine, such as the late Jack Carr, Bob Cramer, Cy Fraily, Bill Meuse, Bill and John Yeck, Fred Gymer, M. W. Finkenbinder, Harry Beard, Orville Reed, Miles Kimball . . . to name a few. Many of their letters also appeared in *The Reporter*.

Widely Quoted In Newspapers

"Letters," in publishing exemplary correspondence, has been quoted often by others, thereby gaining for Wolf Envelope an important extra publicity boost. Excerpts have appeared in Bennett Cerf's columns, in Reader's Digest, in newspaper editorials and in many other house organs and dozens of books on business letterwriting. It's used, too, in many universities as study material in business correspondence. It was a 1956

winner of the DMAA house organ award.

Jack Lang, founder and editor of "Letters," is also president of Lang, Fisher and Stashower advertising agency, 1010 Euclid Ave., Cleveland, Ohio. Though he's always been a student of literature and a devotee of the arts, his idea for "Letters," created on behalf of his client, has developed into another hobby . . . the building of a personal library of several hundred volumes of letters and collecting original manuscripts of his favorite letterwriters.

Five years ago, Philip W. Porter devoted his entire Cleveland Plain Dealer column to a citation of Wolf Magazine of Letters on the occasion of its 20th Anniversary. Among his observations was this editorial compliment: "It was started as a promotional adjunct to the business of The Wolf Envelope Co., but it has become an eagerly welcomed piece of mail to hundreds who have no connection with business, but who simply like to savor humor and literature, particularly unusual letters."

Routine Assignment Becomes Lifetime Hobby

Alan Littman, Wolf Envelope president, credits "Letters" with having been . . . "a prime factor in our growth into one of the major stationery suppliers in the nation." Wolf, now celebrating its 60th anniversary as well as the 25th anniversary of "Letters," includes The Wolf Envelope Co. of Cleveland, The Wolf Envelope Co. of Detroit, The Cadillac Lithographing Co. and The Peck Engraving Co.

For the above and other reasons, we think Jack Lang deserves a salute from the direct mail fraternity . . . for developing a good idea and carrying it along consistently and successfully for 25 years.

We have printed below what Jack said as a prelude to his anniversary issue. One of the rare instances in agency history when a rather routine assignment turned into a fascinating lifetime hobby. ●

Jack Lang preludes his 25th Anniversary Issue with a rundown of the people he's met through his fascinating, lifetime hobby.

25 Years of Letters

What's it like . . . to be editor of *The Wolf Magazine of Letters* for 25 years?

It's sharing the thrill of discovery of a perfect letter with thousands of readers.

It's making friends among readers like Judge Carl Friebohm, M. Lincoln Schuster, Mamie Meredith, Fred Gymer, Ruth Smith, Bennett Cerf, Henry Reich, William Feather, Lilian Mendell, Alfred Benesch and Henry Hoke.

It's building up a personal library of several hundred volumes of the world's greatest letter writers.

It's collecting autographed manuscripts of your favorites, including Lord Chesterfield, George Bernard Shaw, Charles Dickens, Mark Twain and Lewis Carroll.

It's being invited by publisher Ben Zevin to edit a volume of Lincoln's best letters . . . and getting to know such Lincolphiles as Oliver Barrett, Carl Sandburg, Paul Angle, Dr. Louis Warren, Carl Schaefer, Judge Albert Waldman, Willis Thornton and William Torg.

It's having a wife who can take over the editorship while you spend a year in India with the Air Force.

It's working with people at Wolf — like Harry and Lewis Affelder, Alan Littman, Walter Laib, Bob Goldhamer and Eddie Green, who encourage you with a free editorial rein.

It's receiving hundreds of contributions from readers to make your job easier.

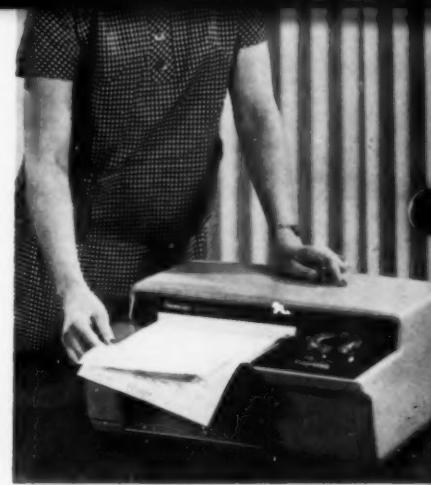
It's the feeling of accomplishment that comes with letters of appreciation . . . often tangibly expressed in the form of orders for Wolf Services.

(signed) H. Jack Lang
Editor



**THREE SIMPLE STEPS
TO OFFICE COPYING
MACHINE ADDRESSING**

Using a guide sheet, addresses are typed on a master list only once. Since gummed and perforated label paper is available in sheets of 33 or 42 labels, master lists can be typed either size.



Master mailing list and label paper are inserted in an electric copying machine, where the complete sheet of either 33 or 42 labels is reproduced in four seconds.

Because of its simplicity, economy and flexibility, this piece of standard office equipment has boomed in direct mail popularity . . . as a do-it-yourself addresser.

HOW THE SIMPLE OFFICE COPYING MACHINE SOLVES DIRECT MAIL ADDRESSING PROBLEMS

A SMALL TOWN INSURANCE AGENT recently added up the time he spent each month addressing his direct mail, and came up with the almost unbelievable total of 8 hours. A full day's time for writing addresses by hand.

Then the agent figured out how much this time was worth to him in terms of contacts, calls and business that he otherwise might have had during the addressing day. His con-

clusion was an immediate search to find a process that would eliminate this loss, and yet permit him to continue his mailings without hiring somebody to do the addressing.

His solution was the simple inexpensive process of making labels from a typed master list on an office copying machine.

Actually the agent was not only able to get his mailings out, but increased their number. And he did the entire job in less than an hour . . . a vast time saving over his old method.

Many other mailers faced with similar problems have also found a practical addressing answer . . . with the simple three-step system pictured here. Because of its simplicity, economy and flexibility, office copying machine addressing has become a popular direct mail problem solver. Here are some of the many uses different mailers have found for the system:

Reporter's Note: Ever since the invention of the typewriter, direct mailers have put standard office equipment to practical personal use . . . to get out their promotions. Now one of the biggest office innovations in years has been the office copying machine. This electric-fluid operated box has become standard equipment in countless offices. A large part of its booming popularity is due to its direct mail addressing applications. In addition to copying most any document, the machine is a natural for reproducing typed names and addresses. Most of the information in this article comes from Minnesota Mining & Manufacturing Co., 900 Bush Ave., St. Paul 6, Minn. It tells how many mailers have adopted the simple do-it-yourself addressing system . . . to solve direct mail production problems. You might find your own addressing problem — and answer — among them.

had a weekly quota of literature to address by hand. Now, after one typing, any number of mailings can be made in a fraction of the time, releasing salesmen for personal contact work.

- An Indianapolis retail women's apparel store has eliminated hand-addressing of labels for weekly "specials" mailings. A master mailing list of established credit customers has been prepared and is copied whenever necessary.

- A furniture store with an automatic addressing machine used to spend many hours pulling special plates from their files in cases when a private sale was planned. Now, the special customers are reached with copying machine labels, and plate remain intact for larger mailings.

- A retail appliance store has its name, address and telephone number prepared on labels. A label is applied to each item whenever an installation or service call is made with repeat business the usual result.

- A large mail order house was forced to hire a staff of part-time



Reproduced labels on gummed label paper are detached from sheet and applied to mailing piece. Master lists can be used indefinitely or retyped for changes.

typists for two months each year to prepare envelopes for their annual catalog mailing. The problem arose again later in the year when a supplemental mailing for summer merchandise came up. Now the list is typed once, and the quarterly mailing has been reduced from a two-week job to a one-week operation.

● The chamber of commerce of a large Eastern city reports an estimated saving of 480 overtime hours using the new label idea. A recent campaign to recruit new members

consisted of 12 individual mailings to 1,250 firms. Instead of typing 12 sets of labels, two clerks typed the master list in two days and completed the other 11 mailings during normal working hours.

● Real estate firms dealing in residential property solve daily mailing problems using the new gummed and perforated labels: New listings are sent to apartments of home rental prospects . . . Landlords receive lists of prospective tenants . . . Individuals in the market for new homes get list-

ings of property for sale, etc. Because in the real estate business, this is actually cheaper than hand-addressing of the high turnover in mailing lists and does not require expensive machines and plate changes.

● One manufacturer gets inquiries from trade publications already typed in label form. They are copied and the copies used for followup mailings at intervals two and three months later.

● Hotels and motels can keep guests posted on new developments and services by using the guest register as a mailing list for a personalized promotion campaign. The guest receives the material in his own handwriting—an unusual and unique approach for any direct mail program.

● The editor of a suburban shopper's guide used to stay up late addressing hundreds of papers each week. Now a master list solves the problems and allows her the added convenience of copying letters, reports, newspaper clippings and memos.

While there are many other direct mail addressing applications, these examples illustrate how mailers have found problem solving addressing answers in the system's flexibility and simplicity. As standard direct mail equipment in countless offices, the copying machine is helping to get millions of pieces into the mails . . . faster and easier. Maybe the next step for the future is an office "copy machine" that will create the copy! ●

ANOTHER COST-CUTTING ADDRESSING SYSTEM: OZALID

AMONG THE MANY office copy machine addressing processes which have become popular in recent years, one of the most economical is Ozalid. During the past year, Ozalid has been perfected to the point where sharp, speedy and flexible reproduction is easy to obtain at a nominal cost.

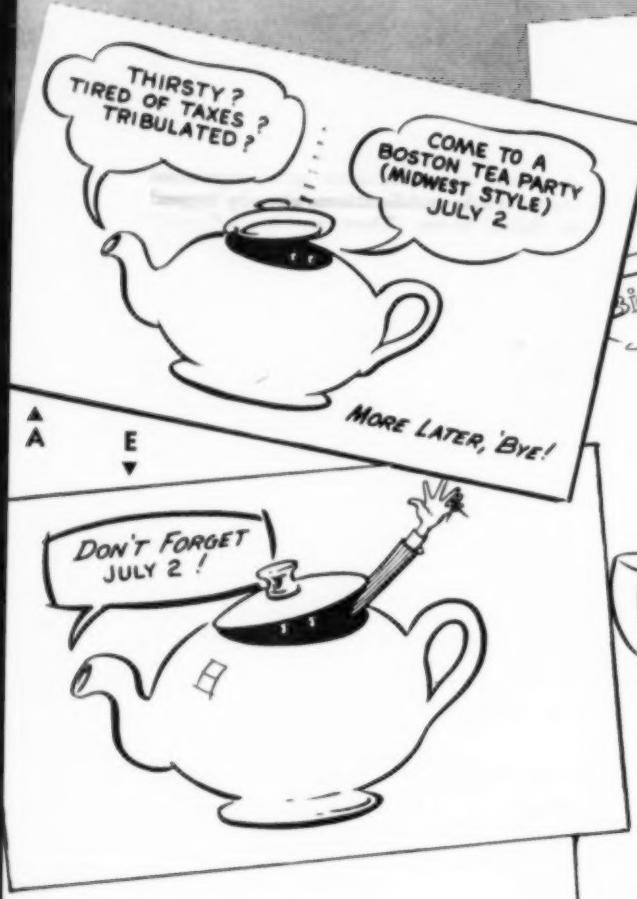
Here's a brief description of costs by Monroe Greenfield of Damon, Inc., Bradley Beach, New Jersey, specialists in Ozalid process addressing:

"It is now possible to prepare Ozalid master sheets by photographing sheets of gummed labels at a cost of only 11¢ per sheet (app. \$3.30 per thousand labels) at a speed of 1,000 sheets per hour. The preparation of the Ozalid master sheets immediately releases the labels copied for mailings. Additional gummed labels may be

run off as needed at a cost of only \$1.50 per thousand labels.

"The advantages of this method of reproduction are manifold. The list owner has a capital outlay about one-third of his normal retyping cost. Retyping errors are eliminated. Additional gummed copies are run off only as needed. There cannot be any waste. Ozalid masters can be reproduced almost indefinitely, each run off of gummed labels is as good a copy as the previous one.

"The Ozalid process is particularly desirable for mailers whose list is used more than four times. A four-part form consisting of one Ozalid master and three carbon copies on gummed labels would cost no more than the regular four-part form. After the gummed label copies were used, additional copies on gummed labels could be had for \$1.50 per thousand labels." ●



HOW TO PROMOTE A BOSTON TEA PARTY

by Alan G. Oddie

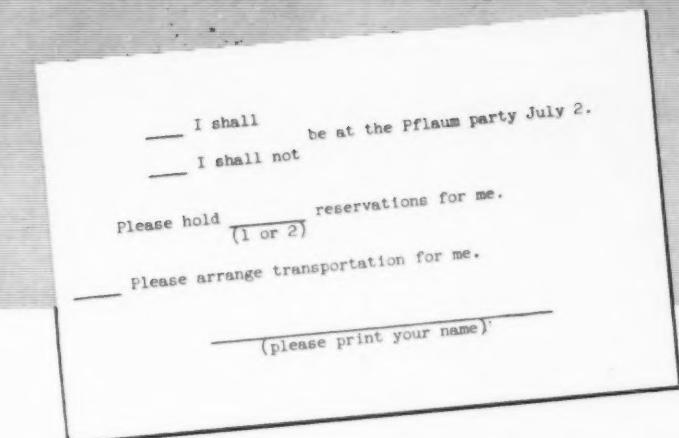
*Advertising and Promotion Department
Geo. A. Pflaum, Publisher, Inc.*

Reporter's Note: Here's a light, summer yarn about a successful company picnic. It was a success because almost everyone invited showed up, and nearly everyone showed up because of some fun the promotion department had with a miniature direct mail campaign. Alan Oddie was excited with the unusual turnout, so set down after the July 2nd annual event to tell us how it was done. Geo. A. Pflaum, Inc., 38 West Fifth Street, Dayton, 2, Ohio, publishes the Young Catholic Messenger and four other titles.

YOU might be interested in a miniature direct mail campaign we carried out recently to announce the annual company picnic.

Up until this year the practice had been to send short, formal letters of invitation with return cards to the outside guests only. This year we decided to send a series of invitations to the full list of 400 persons (including employees, guests, relatives, and friends). We reasoned this way: the party lasts only six to eight hours which, in comparison to the time and money put into it, is a very short time. By means of well-designed mailing pieces, spread out over several weeks, it would be possible to build up advance interest in the event and, therefore, extend the enjoyment of the guests as well as possibly build a more favorable image of ourselves.

Since the party was to be held on



C

GUESSING GAMES TIED IN WITH PARTY THEME

To add a little flavor to the "tea" party, Alan Oddie & company dreamed up five guessing games. Each game was explained on counter cards with this copy.



July 2, only two days before Independence Day, we chose "A Boston Tea Party" as the theme.

To get an element of mystery and extra interest into the mailings we wanted to have them sent from out-of-town post offices. Accordingly, we wrote to the postmasters concerned telling them what we planned to do and offering to buy the stamps from them.

The first cards (A) were sent by first class mail to Boston and mailed from there to arrive in Dayton June 5. This was a teaser giving no clue as to the sender. Some people within the company, of course, already knew the date of the picnic so that the origin of the card could be expected to "leak".

The invitations themselves were also sent from Boston in a plain white 6 x 9 envelope to arrive about June 9. Enclosures were the printed invitation (B) and a return card (C) in a contrasting stock with postage affixed.

After the invitations were on their way to Boston by Railway Express, we had to switch the location of the party. It would have been possible at this stage to recall the invitations and make the necessary change but we decided to use what at first looked like a minor crisis as an excuse to send out an extra mailing and, therefore, build extra interest in the party. Accordingly, we prepared piece (D) and had it mailed from Tea, South Dakota. This arrived in Dayton June 17. To make this one stand out from

the others, yet preserve the family resemblance, we used red ink on a different shade of yellow stock. We also used different postage stamps.

The final piece (E), a reminder, was mailed for us from New York by the Tea Institute of the U.S.A. These cards were put through their postage meter in order to get the "TAKE TEA AND SEE" line. This piece arrived June 25 — one week before the party. It was intended to bring in late replies. It did bring in a number of replies on the following Monday but it probably would have been even more effective, if we had included a line saying, "Have you returned your card yet?"

These mailings provoked a lot of comment and I think undoubtedly helped to bring people to the party expecting to have a good time (half the battle in running a successful party). About 375 out of the 400 actually showed up. The Boston Tea Party theme was carried out in a number of ways before and at the party. We erected four "teapot" road signs pointing the way to the Picnic site. The guessing games all carried out the ideas included in the invitation (see copy), and a number of travel posters depicting tea countries, as well as Boston, were hung on the wall behind the tables where the guessing games were displayed. The printer of the various pieces was Morris Letter Service; the artist, Rod Peet; and the copy writer Alan Oddie. ●

1. TEA-TOTALER

Be a prize-winning tea-totaler! What was the value in \$ of the tea those rebellious Yankees dumped in the harbor at the Boston Tea Party?

art: fierce looking Indian pouring tea from a chest over the side of the ship. Second Indian is ringing up the total on a cash register.

2. TEA-SER

Nothing "instant" about these Boston Baked Beans! (Neither Betty Crocker nor Duncan Hines had a hand in the cooking). Guess how long they took to prepare and you may hit the jackpot—which is the bean pot.

art: animated clock stirring a pot of beans.

3. TEA-MING

This jar is tea-ming with tea-bags—or is it? You guess right, you win big prize.

art: someone asleep in bed. In his dream he's counting tea bags which are jumping over a fence. (You've counted sheep haven't you—well, why not tea bags?)

4. TEA-TIPPLER

Limes lead the world in tea-tipping. How many cups does the average Englishman drink per year?

art: Typical Englishman, with bowler hat, monocle and furled umbrella, is drinking tea. Typical American, with three cameras, loud shirt, and friendly grin, is keeping score on a blackboard.

5. TEA-TREE

Formosa Oolong? Darjeeling Pekoe? Lapsang Souchong? Not There's good, deprecating money in those bags—well, some of them. How much? The right answer can make you the first in your block to own a tea-tree.

art: suburban housewife, in shorts, of course, watering her tea-tree.

LOW-COST SERIES OF LETTERS SELLS ONE IDEA AT A TIME



by Milton Riback



January 12, 1959

Dear Mr. Harris:
The empty seat at your photo planning sessions costs you money. Personal service and consultation provided by your photo supplier are important to you.

To such firms in your areas as Alcoa, International Silver, Sylvania Electric Co. (Lamp Div.) and U. S. Steel -- the byword in photo planning is "ask Arrow first"! Specialists -- we can offer new ideas, new uses, new savings, in photos.

Photos can mean anything from volume prints in black-and-white or in natural color or through giant photo murals, colored by hand to rival natural color. Our production services cover every type of photo used in the promotion of goods and services.

Ours is no long-distance consultation. We are at your call, to sit with you in your office. You discuss your problems and needs with men who have the answers, and see your job through to completion. Regular visits to you are part of Arrow's personalized service.

When "the man from Arrow" fills that empty seat at your planning sessions -- you're saved time, money, and costly mistakes. Please feel free to ask for further information or, invite us in to meet with you.

Cordially,

ARROW PHOTO SERVICE Inc.

WEST 32nd ST., NEW YORK 1, N.Y.

Pennsylvania 6-4322

April 20, 1959

Dear Mr. Davis:

Ever hear of a pinched-print pickerouter? We have one in our plant. His job? Well, at Arrow, we process all photos with the same care and pride the old-school portrait photographers devoted to their prized prints. Drying, however, is no longer the tedious manual process of years ago.

Prints are carried on fast moving canvas conveyors, over heated drum dryers. Working with wet paper, flexible canvas, and metal drums--all moving at top speed--an occasional print will be creased or pinched in drying.

You never see such prints. At least, not among those Arrow delivers. Every print--in orders of 10, 100, or 1,000--is minutely examined after this final stage of processing. You get no "duds".

That's the job of our pinched-print pickerouter--the final all-important inspection. His job completes the cycle of personalized service which began at your planning session when we first discussed your use of photos.

We pride ourselves on the quality of our work--and the value of our ideas to you. You can start profiting from photos by meeting the "man from Arrow".

Cordially,

Harold A. Berla

Harold A. Berla

P.S. In New England, of course, the phone is IVanhoe 4-4729 (Belmont). Mr. Herbert O'Brien is always on hand to lend a hand and ideas!

ARROW PHOTO SERVICE Inc.

22 WEST 32nd ST., NEW YORK 1, N.Y.

Pennsylvania 6-4322

February 9, 1959

Dear Mr. Smith:

(..) This period would be the size of a photograph of a needle's point, enlarged 50 times.

You wouldn't call that a "mural"--but to many photo users, the terms "enlargement" and "mural" are often confusing.

There's no confusion of terms, however, to firms in your area using Arrow's personalized service.

An enlargement can be a print no more than 5 x 7 inches--or a print 6 feet high. A mural is usually a giant enlargement--but one mounted on a wall.

Murals can be any size or shape, of either a single subject or a montage from several negatives. A negative that may make a good enlargement is not always suitable for use as a mural.

Arrow can show you how to get the most from your pictures--as enlargements or murals. Consultation is an integral part of our service. Production of quality work, yes--but first, a discussion and analysis of your photo needs.

For the first step--invite us to meet with you in your office. There's no obligation other than to learn from "the man from Arrow" how we can reduce your enlarging problems.

Problems reduced--photo benefits enlarged!

Cordially,

Harold A. Berla

Harold A. Berla

P.S.: In Boston, phone Mr. Norbert O'Brien at IVanhoe 4-1729. "The man from Arrow", he'll be happy to show you how you profit from personalized service.

Reporter's Note: Milton Riback, (Public Relations, 6 E. 39 St., N.Y. 16, N.Y.) first hit Reporter pages back in November 1957 with an article featuring his low-cost newsletter which he calls Plus-Profit Publicity. He was back one year later (November '58) to lay down some ABC groundrules for making press releases work harder. Believe you'll like this shortie about a low-cost series of letters which brought in some business.

Arrow is a production house. Doing some original photography, their major business is the production of all types of photographs used in advertising, selling, and promoting goods and services.

Most production houses, in their direct mail, solicit on the basis of price. No doubt you've received cards

We've found that the "don't-follow-the-crowd" philosophy can spell success . . . particularly when we feel the crowd is wrong. A recent test campaign for Arrow Photo Service, Inc., proved the point.

offering quantity prints at prices of from 6¢ each (in lots of 10,000) to 9¢ in hundreds. Leaning heavily on price, these solicitations are geared for quickie results.

Arrow too makes quantity prints, but the price per print is higher. Arrow wanted to test the value of direct mail in building new accounts.

Our plan was for an image-building program. We decided to tell potential accounts how the cat walked across the street. Simply, educating and informing users of photographic services.

The campaign was to be directed to two areas — New England and Western Pennsylvania. Arrow, already servicing top firms in these areas, wished to broaden the markets. They compiled a list of about 1,500 executives—the target for our campaign.

A modest budget permitted us to program a series of five letters. Personalized, they were sent four weeks apart over a five-month period by the Horace H. Nahm Co., incidentally.

While everyone wants to "get the order," the series was planned to produce positive results over the period rather than quick price-list requests and inquiries from some who write for everything.

The image we set out to build was that of quality and personal service. The points to emphasize:

1. The user saves time and money, and gets better results, by planning first—and consulting with the production firm.

2. Arrow executives make regular visits to accounts—and are always on call for consultation, for helping plan the job.

These two thoughts were injected into every letter. We say injected, for the letters had the purpose of first educating photo users to the worth of retaining specialists.

And—the campaign got the results. There were a few replies after the first letter. A few requests for price lists; it just can't be avoided nor do we sneer at such replies. Three or four notes, advising Arrow of a correction of address, or asking that mail be directed to another person at the firm. Too — a most enthusiastic response

from Arrow accounts who had been included in the mailing list.

The letters strengthened relations with Arrow's customers and made them even stronger boosters. They'd pass the letters on to friends—for extra mileage for Arrow. Too, customers received further assurance, from the series, that they were buying photo production services in the best way possible — and from the best source.

But, it's the new accounts that tell the story. Solid inquiries and calls began to develop after the second letter. Only a few—but they did come in. Each letter added impact and

impetus to the campaign. By the end of the fourth month, prior to the final letter in the series, Arrow had opened about 30 new accounts in the two areas.

Over and above the direct results of new accounts were the fringe benefits to Arrow. Some old customers, who heretofore had used Arrow for only one type of service, learned of other ways in which they could use pictures, other ways in which they could use Arrow. New orders and increased billings, with many firms, could be traced directly to information supplied in the letter series.

In actual returns, Arrow feels the campaign to have been an overwhelming success. More important, perhaps, is that it has laid the groundwork for future direct mail activities for this firm. Arrow has learned the value of continuity—and now is ready for a year-round program of building new accounts and cementing old ones with image-building direct mail. ●

WHAT'S WRONG WITH CIRCULATION EFFORTS?

Excerpts from address by Arthur Stein

Reporter's Note: The luncheon address at the 7th Annual DMAA Circulation Workshop by Arthur Stein, publisher of Coronet magazine deserves a loud "hurrah!" from direct mail people. At least, he gets one from The Reporter staff. We've been crabbing for years about the frantic cut-rate offers flooding the mails by magazine publishers. We claimed these mass mailings, often with many duplications, were hurting the public's image of direct mail, hurting the magazines themselves. We've also been critical of the way some of the magazines have been openly fighting television rather than trying to clean up their own stables. We doubt very much if Publisher Stein, worried about many other details of running a magazine has been reading The Reporter . . . but he certainly hit the bull's-eye on our two major criticisms. In order to conserve space, we've had to digest his fine talk . . . but have left the essential details. Don't skip this because it's about magazines rather than direct mail. It is good thinking and applicable to direct mail. Perhaps some of you can help convince the advertising agencies to stop basing their media selections on the numbers game. That is really the fly in the ointment.

Right now the publishing business is in trouble, and I don't believe any useful purpose will be served by making believe that it isn't. The economy has been surging ahead to all new-time highs. Yet, most of this prosperity seems to be passing us by, for, with few exceptions, publishing earnings are down. While we can all hope the

year 1959 will prove a better revenue year than the last few years did. I think we will delude ourselves if we anticipate any miraculous rise in earnings.

There isn't any point in making believe that television hasn't been the prime culprit in cutting into our revenues, but there is also little point in sitting around moaning about it, and



Arthur
Stein

hoping we can drive it away to regain our eminence in the advertising spectrum. Television is here to stay. It will continue to take more ad dollars, and we have got to live with it.

Instead of worrying about television, I would rather worry about magazines. Magazine revenues may be off somewhat, but the magazine industry as a whole still takes an awful lot of dollars out of advertising budgets. Our problem, as I see it, is learning to live comfortably within our incomes, even if they are somewhat reduced, and see if we can't do a fine job as magazine publishers and make a little money to boot. Speaking for my own magazine, we intend to be out plugging for every ad we can, and we intend to maintain the growth we have enjoyed in the last few years. But, I think it is just good business for the magazine industry to see what we can possibly do to live profitably within our current incomes and build from there.

Mad Race For Numbers

The first thing to do, of course, is see where we can cut costs, and my suggestion for the place to begin is right here in circulation. While it is not possible to generalize for all magazines, as there are so many diversified kinds of magazines published, the fact remains that the big mass books, the leaders in our field, have all pushed circulations up to artificial high levels, and, if we don't watch out, it will break us.

I am advocating less circulation. But, better circulation. Right now many of the big magazines are engaged in a mad race for numbers. They have been far more concerned with getting the numbers up than they have been with how the circulation is secured, with its quality, or, most importantly, with what it is costing to get it. And, I don't have to tell the people in this group the expensive

mathematics of adding several hundred thousand extra subscriptions (by whatever channel possible) to already swollen magazine circulations.

Cut Rate Offers

In recent years we have conditioned the public to expect cut rate offers. Whether we like it or not, as long as any publishers are out giving circulation away at the ridiculously low figures that now prevail in our industry, we are all going to have to do it, and I am as guilty as the next, but it certainly is rough on the balance sheet. I think the numbers racket many of us have stumbled into is doing magazines a more subtle, yet serious, damage than the wasting of dollars, which are, after all, recoverable.

By falling into a purely quantitative measurement of audiences and pushing our figures up to astronomical heights, we are playing right into the hands of television. We are throwing away magazine's biggest asset: selectivity of audience, quality of readership and all the other pluses that make magazines the great and vital force they are and the major advertising influence they are. We are playing right into the hands of television, a medium whose greatest asset — and admittedly a mighty powerful one — is sheer weight of numbers. I think we should face up to the fact that no magazine or groups of magazines can hope to reach the total audience offered by television.

Reader Interest Is Key

We tend to forget that the essential character and quality of audiences, the vital pluses of reader interest and confidence, are the basis of magazine strength. Numbers alone give us no clues here.

I said earlier I was in favor of smaller but better circulation, and I think perhaps the clincher in this argument goes back to something that you people all know very well and that is that the size of a mailing list is no measure of its responsiveness. Direct mail is one area of advertising where facts are readily available to us. Either a mailing or coupon works or it doesn't, and when we are dealing with tested materials and offers, we can find out more about the quality of a list in one mailing than all of the research and statistics in the world can tell us. It is my experience with many of you people here that you'll never buy a list just because it is big — you'll buy it because it is responsive.

Let's Get a Better Price

In a larger sense, isn't a magazine itself a direct mail piece? A direct mail piece that carries the messages of a number of advertisers and does it economically. Further, the magazine is a direct mail piece that adds a quantity of interesting editorial material to keep the reader coming back for more, issue after issue. Your experience with direct mail lists will make it pretty obvious that if we view magazine circulation as a mailing list, if the magazine is a good one, the circulation will be good, the magazine will be a strong performer, and an important editorial and advertising force. Like any mailing list, this quality of the magazine has little whatever to do with total numbers.

I would like to see all publishers take a more realistic view of circulation totals. Let's get them down to a more reasonable level, and let's get a better price for our circulation, and take some of the burden off the advertiser. Certainly the race for numbers so many of us are in hasn't proven successful or profitable. Maybe it's time for a change.

Giants Must Start Trend

It may be that my views and my plea for less circulation is impractical and Utopian. Certainly a small magazine like mine can't start the trend. It has got to start with the giants of our industry. I have a deep and abiding conviction that the way for magazines to reassert themselves as a dominant factor in advertising and in all phases of the economy is to recognize that we are essentially a quality and selective medium and to recognize that being the biggest doesn't always mean being the best. ●



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JUDGES PICK 1959 LEADERS



A SEVEN MAN PANEL of judges prepare to select the 59 best mail advertising campaigns for the 1959 Direct Mail Leaders Contest.

Winners of the annual competition will be announced officially at the Awards Breakfast, DMAA Convention, September 14, at the Queen Elizabeth Hotel, Montreal.

The surprise announcement of the Gold Mail Box Trophy for the best single campaign and the Henry Hoke Award for the most courageous solution to a difficult problem by direct mail will be made at the same time.

The Contest judges shown are (front to back) Charles R. Pope of Remington Rand; Ferd Ziegler, McCann-Erickson; Fred Kirby, Foster Advertising, Toronto; John C. Freeman, Nat'l. Industrial Advertisers Assn.; (Robert F. DeLay, DMAA President). Not shown are: Oscar E. Palmquist, Buckley-Dement Direct Mail Advertising, Chicago; Al N. Seares, National Sales Executives Inc. and Chairman of the Judges; and James Hart, Continental Can Co.

D M Dollar Volume Rises 5% During First Quarter

Despite a sharp increase in postal rates, the estimated direct mail dollar volume for the first quarter of 1959 showed only a five percent increase over the same period last year.

The DMAA's Postal Affairs Committee estimated the dollar volume, based on postal revenue figures, as \$475,362,867, compared with \$451,004,089 for the same period of 1958.

This slight increase indicates less pieces of ad material are being placed in the mails as a result of the postal rate increase.

DuPont Presentation by Roy Barnes Has "Color in Communication" Theme

A bonus conventioners can look for in Montreal will be a one hour slide presentation by Roy Barnes, Sales Promotion Manager of DuPont's Organic Chemical Division, called "Color in Communication."

Mr. Barnes' report, based on a two year market research study, will show that colored paper, properly integrated with other graphic elements, can create mood, establish an atmosphere, produce unique color effects, frame and unify a page.

Examples of color type and design on colored paper will be used to show the many possibilities of color on color in direct mail.

Additional Services for DMA Clubs to Be Weighed

A special session for all officers of local direct mail clubs has been set for the final day of the Convention.

This meeting will outline services available from the DMAA and will try to find out what additional services might help local direct mail groups.

The DMAA believes that many dividends can be gained for the industry by local organizations and invites anyone interested in starting a mail club to this session.

3rd Research Report Out

The third edition of the DMAA Research Report was sent to members last week.

It includes studies of a carpet and air conditioner manufacturer and Blue Cross indicating that direct mail stands out well in comparison with other media because its messages are tailored for specific audiences to produce greater "personal involvement" and interest.



ANNUAL DMAA CONVENTION, SEPT. 13-16

SPEAKERS and chairmen at DMAA's 42nd annual convention will develop the convention theme of communications through direct mail, in their talks and discussions, in the three-day meeting Sunday, Sept. 13 to 16, at Queen Elizabeth Hotel, Montreal.

Hall of Fame

A new feature of this year's program will be the "Hall of Fame," which will present some of the classic direct mail campaigns of recent years, in color slide form, to be analyzed and discussed by experts in copy, art, production. Six campaigns, representing industrial, consumer and professional products, will be shown to the convention attendance, expected to number more than 1,000 direct mail users and suppliers from the U.S., Canada and overseas. Scheduled as moderators are: Lawrence G. Chait, past DMAA Board chairman, and now head of his own direct mail consulting firm; Horace Nahm, president, Hooven Letters, Inc.; and Edward N. Mayer, Jr., vice-president, McCann-Erickson, Inc.

The principal events of previous DMAA conventions will be continued with special emphasis on the general theme of communications, including Circles of Communication, Idea Trading Posts. The 59 Direct Mail Leaders Contest winners will be announced at the opening breakfast session.

Major speakers for the convention are Nicholas Samstag of Time, Inc., who will give the keynote address on the opening day; the Honorable William M. Hamilton, Postmaster-General of Canada, who will speak at the opening luncheon; and Gibson McCabe, publisher, Newsweek, who will be heard on Wednesday's closing luncheon meeting.

Douglas B. Mahoney, advertising manager and director, Frank W. Horner, Ltd., Montreal pharmaceutical firm, is steering committee chairman.

The social highlight of the conven-

tion will be the annual banquet entertainment Tuesday night starring Jane Morgan, popular vocalist. A complete round of social events, beginning with a "Bienvenue" or welcoming cocktail party on Sunday night, and extending throughout the convention will provide entertainment and relaxation after the serious and informative sessions. In addition, a special program of shopping, sightseeing, breakfasts and luncheons has been arranged for wives and daughters. A French-Canadian luncheon and fashion show in a mountain top setting at Mont Gabriel Lodge is also scheduled.

A panel presentation on "Gateways to the Mind" is scheduled Monday morning by the Montreal General Semantics Society.

Mail Order Seminar

Maxwell Sackheim, of Maxwell Sackheim & Company, will serve as chairman of a Mail Order Seminar, Wednesday morning. His panel of mail order experts will discuss both successful and unsuccessful campaigns within their own experience. Among those who will be heard at this session are John D. Yeck, of Dayton; Paul Bringe, Milwaukee; Russell Rose, New York; Virgil Angerman, Chicago; and Earle Buckley, Philadelphia.

The Canadian Market

Major aspects of direct mail advertising in Canada, the French market, Canadian postal requirements and facilities, will be presented Monday afternoon. The International Correspondence School's international story is to be told by Glenn Oman, ICS of the U.S. Data on the Canadian Post Office will be given by G. M. Desautels, superintendent of public relations.

Idea Trading Posts

Idea Trading Posts will have Robert Stone, vice-president, National Research Bureau, Chicago, as chairman. He will have three experts for each of

the following classifications: publications; products and services to business and professionals; book sales; consumer products; associations, schools and philanthropic organizations; and industrial. This program is on Monday afternoon.

Circles of Communication

Circles of Communication, a "verbal textbook on direct mail" will be Tuesday afternoon. Robert Dale, vice-president, Creative Mailing Service, Freeport, New York, is general chairman.

Copy and Mailing Lists will have four tables each, with others on offers, costs, tests, methods and processes, increasing inquiries, and uses of direct mail by retailers, mail order merchandise, selling books and subscriptions, developing repeat business, and the U.S. Post Office. Among the discussion leaders to serve at this session are Richard Benson, American Heritage; Warren Brown, Esquire; Jack Carlin, Rheinhold Publications; Harry Hites, Kiplinger Organization; Charles Michel, Addressograph-Multigraph; Otto Meyer, Wall Street Journal; and Fred Messner, G. M. Basford Co.

The story of Readers Digest international editions will be part of the Wednesday morning session. Executives from their staff will describe their methods and procedure.

Election of six new board members will take place at the annual business meeting, scheduled for 4:30 p.m., Monday, Sept. 14. Those nominated include Bernard Fixler, Pres., Creative Mailing Service, Freeport, N.Y.; W. McF. Beresford, Exec. vp, James Gray, Inc., New York; Gifford M. Booth, Jr., Gen'l Mgr., Grit Printing Co., Wichita; Robert M. de Sombre, vp, Gulf Publishing Co., Houston; Dan Hardt, Sales Mgr., Neenah Paper Co., Neenah, Wisc.; J. J. Maloney, Ad Production Mgr., Alcoa, Pittsburgh, Pa.



"Reed-able Copy"

A Monthly Clinic Conducted by Orville Reed

A big book publisher in New York writes me a letter. It starts out "Dear Reader." Hey! Maybe this letter wasn't meant for me. There must be a lot of "readers." The letter is printed so I suppose he's not talking *to me* but *at* a list of names.

He tells me all about a magnificent, cloth-bound set of books, and says, "We will be happy to order a set printed especially for you and mailed to you at our expense as soon as it is completed." He tells me all I have to do is return a card and he'll see that those books are printed "especially for me."

Really, I don't want to put him to all that trouble just for little ole me. If he has any of the regular edition left over, maybe he'll write another letter to all us "Dear Readers" and tell us why we ought to own his books. Any "Dear Reader" is too intelligent to believe such a phony pitch.

Know Your Recipient

The circulation manager of an office magazine writes me a little more formally because he addresses me "Dear Sir." He must have done a lot of research to find that I'm progressive and conscientious. His letter starts out: "As a progressive executive it is our belief that you are conscientiously seeking to give your firm the best and most efficient office management it is possible to achieve in these days of swift-changing improvements in personnel training: of markedly successful time-saving methods and new labor-saving office equipment." Quite a mouthful.

Then he goes on: "If we are correct (certainly you're correct—I am a progressive executive—my firm is one very efficient secretary and myself) in this belief, and you have a professional pride in being identified with the

country's leading office administrators, we invite you to add your name to our list of leading office management executives who are regular readers of . . ." (I'm too busy to go around adding my name to lists.)

Act Quickly

Then he ends his letter by telling me this special offer can be kept open for a limited time (guess I'd better hurry if I want to be identified with the country's leading office administrators), and he urges me to act quickly. Then he tells me to fill in the card now while I'm thinking about it. Wonder if he'd mind my filling in the card when I'm not thinking about it. If I did that, guess I wouldn't be a "progressive executive . . . conscientiously seeking to give my firm the best and most efficient, etc. etc."

Now, really! as Jack Benny often says. Letters like these would be ludicrous if they weren't such a serious commentary on direct mail as it is practiced in so many places.

I can't imagine who would believe that a publisher would print a set of books especially for one person. So he insults the reader's intelligence. And since this one sales point is not believable, I begin to wonder whether the set of books is any good.

The writer of the office magazine letter should go into conference with a good list broker—and strike all one-man-one-girl offices from his list. Even if the letter were a good piece of sales writing (which it isn't), it wouldn't have a ghost of a chance to get an order from a fellow like me.

After you've had your chuckle at the stupidity of this kind of copy, it might be a good idea to look at some of the promotion letters you're sending out. They might wipe that smile off your face.

I'd like to mention another piece of direct mail. Then we'll get on to more pleasant things. A folder from a Louisville printer talks about the "successful element" in direct mail, the facilities the printer offers, and at the end gets down to fees.

Here's how the copy on that subject begins:

"The cost? Guaranteed less in creative cost than you have been paying for professional quality."

Wonder how many people who got this folder would buy *amateur* copy?

"Letter" Meetings

Sales meetings play an important part in the modern process of getting orders. Such meetings give sales managers an opportunity to correct selling faults, inspire their salesmen, encourage more demonstrations, greater effort, more effective interviews. If sales meetings are good for increasing the effectiveness of men on the firing line, the same procedure should be good for everybody within an organization who does any selling. That includes everybody who dictates letters.

It's from these people many customers and prospects get their "image" of the company. And that "image" hinges on using the right tone of voice, writing friendly, informative, helpful letters that leave a good impression. Yet, dictated letters are usually off the cuff, hastily written, without serious thought about the impression they will make on customers and prospects.

If sales meetings are necessary to make sure a company's products or services are presented in the proper way — shouldn't more attention be given to the dictated letter as a sales tool? We think it should.

Yet we know of few organizations

—other than the very large companies with desk after desk of sales correspondents—who give any consideration whatever to upgrading and making sales letters more effective. Perhaps the reason for this is easily understood. The sales manager who holds sales meetings is a specialist in his line. He knows the product, its benefits, its competitive features, and he knows how to sell. So he can transfer his knowledge to his salesmen and help them do a better selling job.

Quality Is Important

But any one who has had occasion to review and analyze the letters which go out of an organization, will find that most top executives write poor letters. Ask the average executive if he has ever made a study of letter writing as such. In most cases the answer will be "No." Perhaps this is the reason "letter meetings" are not held—the same as sales meetings are held.

I have discussed letter writing with many executives at all levels—from the department head to the top brass. Without exception, they agree that

the quality of the letters going out of their departments or their organizations is important. They agree that next to telephone communications and personal conversations at a prospect's or customer's desk—the clearness, friendliness, helpfulness of letters are extremely important.

Many of these executives will admit their letters leave a lot to be desired. But they have neither the talent, the time, nor the material available to correct letter writing faults within their own organization.

Perhaps the "letter meeting" suggested here is impractical. But certainly, providing every one within an organization who writes letters with a flow of ideas, examples of good and bad letters, definite instructions on how to give letters increased appeal . . . would be reflected in the upgrading of a company's correspondence.

Status

Everybody wants to be "somebody." It's a good thing for us direct mail copywriters that they do.

Lincoln made it from a log cabin to the White House. Horatio Alger

thrilled the youth of America with his rags to riches tales. The youth of my day, nudged by Alger, knew he could rise from a ragged shoeshine boy to the president of the local bank. Probably many of these Alger-inspired boys grew up to be presidents of banks, brass hats in corporations, but nobody outside their home towns would know it unless they drove Cadillacs, their wives wore mink, and they displayed other symbols of status.

I don't know much about motivation research, but I think Fred Gymer was not only funny, but astute, when he coined the saying "Flattery will get you somewhere—start talking."

Mark Belaire, Detroit Free Press columnist, recently ran a little item in which he said that people were becoming more acutely concerned with status. Haven't they always been? He makes his point by reminding his readers how a few years back when few people had TV sets, some of the more ambitious have-nots bought only the aerials and stuck them on the rooftops. He tells about the days when Oklahoma was the hottest play on Broadway. A petty genius stumbled on the idea of getting one of the flunkies cleaning up after the show to salvage all the ticket stubs he could. Then he advertised and sold them by mail for a buck apiece to status seekers to impress their friends with the fact that they had seen the show. Without a doubt, there is a basic longing in the human breast to keep up with the Jones'—to be "somebody."

Whoever writes the subscription letters for The Atlantic Monthly makes capital of this status seeking. A paragraph in one of their letters reads: "We know that as a person with above-average background and interests you will really enjoy the variety of reading pleasures which *The Atlantic* offers."

According to a recent Wall Street Journal, a Philadelphia tobacconist found a ready market among prestige seekers for foreign cigarettes selling from 40¢ to \$1.45 a pack. The fur rental business flourishes in Miami. In St. Louis, demand is high for big game heads for trophy rooms.

A \$6,000 pool is no longer a high status symbol, reports a national swimming pool institute official. Kid-

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ney pools are so common they mean nothing. Now you must have the shape of a cowboy boot or the state of Florida to be even noticed. Liquor stores cite customers who buy high status whiskey, drink it, then refill the bottle with a cheaper brand.

Even what goes by the name of the profit motive can be traced back to this longing for recognition. For a profit, as such, is an empty thing. It must buy something that means something—a house, a car, an education for a child, standing in the community as a smart and prosperous individual.

You may think this longing for recognition applies only to the sale of consumer goods. But you writers of direct mail to sell to industry can use it to good effect. Try, along with your description of the beauty of office furniture, for instance, to get over the idea to the prospective purchaser that a modern office says, "We're a good, solid, prosperous firm" to every visitor. Figure out a "status" appeal your product or service offers. If you dig long enough and hard enough you'll find one.

Say What You Mean

Foreign woman customer (in bank): "I would like to make da loan."

Bank Official: "You will have to see the gentleman in charge of loans."

Woman: "Who, plizz?"

Official: "The loan arranger."

Woman: "Oh, you mena da one who say 'Heigh Ho Silver'?"

HIT-OR-MISS SELLING

The day of hit-or-miss selling has gone for good—and I say good riddance. In achieving sales success today, there is no substitute for planning, for definite objectives and following them through. It goes almost without saying that planning must be scientific or it is worthless, and this is particularly so these days when *everything* is becoming more and more scientific. Unfortunately, problems have a habit of not getting up and walking away to solve themselves. They like to sit there, and the only way you can lick them is to solve them—scientifically.

Excerpt from a talk by Don G. Mitchell of Sylvania Products at N. Y. Sales Executive Club meeting.

ARE WE FACING ANOTHER MOVE TO RAISE POSTAGE RATES?

By S. Arthur (Red) Dembner

Circulation Promotion Director, Newsweek

Reporter's Note: It's not too early to face up to postal problems ahead. We might as well not be lulled to sleep because there was no action taken in the first session of the 86th Congress. So you should study carefully this outline of administration strategy, which S. Arthur (Red) Dembner presented at American Alumni Council Convention, June 28-July 2, Mackinac Island, Michigan. Red, who is also Treasurer of the Direct Mail Advertising Association, appeared on AAC panel and spoke from notes prepared by John Jones, DMAA's Washington Ear.

The first session of the 86th Congress will come to an end in the next few weeks. At this late date it is considered a certainty that bills proposing an increase in postal rates will still be pending in committee when the adjournment bell rings, probably some time in August. Two such bills were presented to the Senate and duly referred to the Senate Post Office and Civil Service Committee. They are by number S.1295, introduced by Senator Neuberger, and S.1923, the administrations bill.

The latter measure proposes an increase in the 4-cent first-class rate to 5-cents, and the 7-cent airmail to 8 cents. This bill was introduced by the minority leader, Senator Everett Dirksen. Customarily one would expect an administration bill to be introduced by the ranking minority member of the committee, in this case Senator Carlson. However, the Kansan to date has been solidly opposed to further increases in the postal rates.

An Increase in First Will Bring Other Raises

Senator Dirksen's remarks at the time of the bill's introduction in May harked back to the fact that last year the Senate had approved the 5-cent letter rate. The Senator reminded his colleagues that the Senate conferees, during the course of long and arduous negotiation, acceded to the 4-cent rate which appeared in the House version.

Calling attention to a loss of more than half a billion dollars in the operation of the Post Office Department, the minority leader stated that a 1-cent increase on letter mail would produce approximately 339 million in new revenues. The penny increase in airmail would produce an additional 16 million.

Although there was no proposal for increases in classifications other than the two mentioned, it is recognized widely that an increase in one classification spills over to the others. This was well demonstrated last session. And at this point I would like to say that there is a hint of things to come which may be inferred in Senator Dirksen's conclusion. Here are his words:

"I believe in time that the people are going to demand that we put our postal finances in order and operate on a breakeven basis."

This statement on the surface sounds like the usual hackneyed political reference to the will of the public. However, it takes on more significance, I believe, when considered in a frame of reference that includes the recently passed 1960 budget appropriation for the Post Office Department.

Public Service Item a Mess

If you have followed that bill, signed on June 11, by the President, you have perhaps noted that there is a designation of 37.4 million dollars for public services. It is in connection with this figure that Senator Dirksen's trite deferential statement takes on added meaning.

To bring the matter into focus, let me take a minute to review for you the fight that took place on Capitol Hill before the appropriation bill was passed. I also want to call your attention to some of the portents that lurk in the identification of the 37.4 million, as the cost of public service, and I want also to alert you to what it may mean for your pattern of communication in terms of increased


Park Avenue Hotel
 GÖTEBORG

Darlingest Honey-Bunch,

How is my little Baby Cream-Puff this fine morning? I could hardly wait till I got ashore to send you a line to tell you how terribly lonely I feel and how wretched it is being away from you. But I must bear up like a man. By the way, if you should happen to run into a Miss whom I met, quite casually, on the boat, remember that she is the most frightful liar. Everybody says so. It's sort of mental, you know. Ought to be locked up, that's what they all say. So do please remember.

Gothenburg is quite a dinky little place. I have struck bits of scenery that make you look round for the moon — and a goodish sprinkling of girls who would go well with a moon. Of course, all this means nothing to me, but if I were that type, a fairish kind of sprce might be had, I can see that.

This hotel thinks the world of itself and it could be worse, I must say. Plonk in the middle of everything, too. Theatres, restaurants, shops, cinemas and what-nots. No interest to me, but I was glad to see there is also a fine museum and a concert hall practically next door, so if I can manage to squeeze in half-an-hour at any time, I am going there to refresh my mind.

Sweetest Bunny-pie, you know I simply dote on you, and travelling like this, my only happiness is writing to you, but now I absolutely must tear myself away. I am exhausted with work and must be up early for some very Important Conferences. So I am going straight to bed to dream about you. Don't forget, that uninteresting person is a liar whatever she says. I know you will realize that; you are so adorably sensible.

Yours ever and ever and always

PS. Of all the daft ideas, I think this "pre-fab" letter takes the biscuit. So silly, I just had to let you see it.

H. H. H.

HOTEL SUPPLIES PRE-FAB

LETTERS FOR GUESTS

Our old friend, Fernand Hourez of Bodden & Dechy S/A, 67 Rue du Lombard, Brussels, Belgium sent us samples of five prefabricated printed letters made available to English-speaking guests of Park Avenue Hotel, Göteborg, Sweden. They are a riot. Can reproduce only one here.

In addition to copy shown, there is one letter for a traveling salesman to send back to his boss; a husband to his wife; a wife to a husband; a girl to her boy friend. All in humorous vein, but mixed in with humor are some good selling points about the hotel and the city.

Fernand reports the idea is considered unusual by foreign visitors . . . and many copies are filled in and mailed. (The letter from Fernand arrived before Göteborg in one flash became the center of the boxing world. It will probably be difficult to get reservations at the Park Hotel.)

Postage Rates . . . Dembner

postal costs.

Many days of hearings and prolonged floor debate are part of the legislative history which lies behind the enactment of Public Law 85-426 —one of last year's major pieces of legislation.

Years of Study Disregarded

Title I of this law is known as The Postal Policy Act.

During the past five or six years extensive studies and surveys have been authorized by Congress to determine exactly what the public service functions of the Post Office Department were. Hours of discussion on the floor of the Senate and House have centered on these particular functions of The Post Office Department. Finally, in Public Law 85-426, these matters were spelled out in black and white for the first time.

In short, Title I expressed the intent of the Congress to tell the American people why there is a postal deficit and who is receiving so-called postal subsidies.

Among the baker's dozen functions identified in this part of the measure are such services as free-in-county delivery of newspapers, free mail for the blind, and, of particular interest to you, preferential rates to "exempt" or "non-profit" publications.

Also of paramount importance, Title I, The Postal Policy Act, states that the "postal rates and fees shall be adjusted from time to time as may be required to produce the amount of revenue approximately equal to the total cost of operating the postal establishment less the amount deemed to be attributable to the performance of public services."

So in accordance with the law, Postmaster General Summerfield determined the cost of these stipulated public services and presented the figure with his annual budget request early in the present session.

The figure provided the appropriations committees was \$172,000,000.00 and, make a note of this, before that figure was presented it had been approved by the Bureau of The Budget.

Hearings on the Appropriations Bill, H. R. 5805, were held first by the House Appropriations Sub-Committee on Treasury and Post Office and suddenly things began to happen.

Certain members of the sub-committee, including the chairman, J. Vaughan Gary of Virginia, launched a furious attack on the figure of \$172,000,000.00, earmarking public

service. I haven't time here to describe this attack. Suffice it to say that the answers for which they were desperately searching were found when the Bureau of The Budget officials reached in their numbers bag and came up with a figure of 37.4 million, based on what they called "Loss of Revenue" concept, rather than the "Total Loss" concept on which the 172 million figure was predicated.

At this point department officials wavered or vacillated in their support of the original figure and as a result, when the Post Office appropriation bill finally passed the House and was sent to the Senate, not a dollar had been designated for the public service functions of the department.

The second act, scene one, was played before Senator Robertson's sub-committee of the Senate Appropriations Committee. Again the attack on the larger figure was repeated. Again the budget of the bureau led the attack with certain senators asking leading questions. In a supporting role this time came the United States Chamber of Commerce. When the Robertson sub-committee reported out H. R. 5805, it had been amended. The 37.4 million figure had been accepted as the public service designation.

Thus it came to the floor where it was approved after a short but lively debate, the vote a close 34-30. A Senate-House conference accepted the amended Senate version and as I mentioned the President signed it on June 11.

What Does This Portend?

Well certainly as a result of this action the deficit figure which will be paraded in every plea for a rate increase will be \$137.3 million greater than it would have been had the original figure gained acceptance. Had the House refusal to earmark an amount been followed at least a dangerous precedent would have been avoided. The battle to secure an adequate designation will be difficult, indeed, next year. Temporarily at least the so-called "Loss of Revenue" concept has triumphed over the "Total Loss" concept.

While waging a hard but losing fight, Senator Johnston, chairman of the Senate Post Office and Civil Service Committee, condemned the action as a "refusal to recognize and to tell the public how much free mailing privileges voted by Congress are costing the government." Senator Carl-

(Continued on Page 40)

Just off the press!

and it's yours **FREE**

with the compliments of...

SYRACUSE LETTER CO. INC.



We have ready to send to you -- without obligation -- an informative new booklet that will make your handling of Parcel Post shipments from Syracuse, easier and faster. The vital information in the Parcel Post Guide has never before been published in such complete form.

Listed are more than 900 cities and their respective Parcel Post Zone locations from the Syracuse Post Office. You'll find complete rate charts for both Surface and Air Parcel Post ... a brief check-list of special regulations governing this class of mail, plus information on fees for special services available to Parcel Post users. All this information, gathered into one comprehensive booklet, is yours with our compliments.

Why do we make this offer? Because as Central New York's largest direct mail production plant, handling millions of letters and packages each year we know how important it is for all mail to be handled in the manner prescribed by Postal Regulations. When these rules are followed, your mail receives the fast, efficient service of the Syracuse Post Office. Improper mailing, not enough postage and overweight parcels are a few of the most common causes for delays in processing. This booklet will enable our customers and friends to receive full benefit of Post Office services, by proper packaging and mailing all their Parcel Post mail.

To those who seldom use Parcel Post, this booklet is of little value ... but, to those who make several shipments during a month, you'll find this handy Guide an important part of your mail handling.

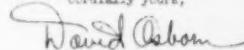
To obtain your copy, simply check the correctness of your address on the enclosed reply card, fill in your name and title (so we may know where to send rate revisions as they occur) ... and drop the card in the mail. Your Guide will be sent to you promptly and personally.



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SPECIALISTS IN THE PLANNING AND PRODUCTION OF DIRECT MAIL

433 W. Onondaga St. • Bent Osborn Building • Syracuse 4, N. Y. • Phone 6-8328

Cordially yours,


David L. Osborn
Vice President

SYRACUSE LETTER PROMOTES

OWN POSTAL GUIDE

When David L. Osborn of Syracuse Letter Co., Inc., 433 W. Onondaga St., Syracuse 4, N. Y. found out that the Syracuse Post Office had not issued a parcel post zone guide for fifteen years and that their two mimeographed copies were hopelessly damaged . . . he decided to do something about it.

Let his form letter to 2,200 local customers and prospects tell you about it.

What happened? Within a month there were 730 requests for the guide. A good figure when letter emphasized that guides were valueless for anyone not using parcel post.

But the reaction at the post office was more important. Area and branch post offices have requested 1,500 copies for their own use and distribution. Parcel post drivers are distributing to their "customers."

In addition to zone guide, the booklet also carries other postal information and a wisely inserted page on the advantages of direct mail. A wonderful public relations program which should be copied by lettershops in all areas where the post office has not issued an up-to-date zone guide.

Dave Osborn will share a copy with you, although his guide is only good for Syracuse, N. Y.

Building Effective Direct Mail Campaigns



... takes careful blue-printing, too. Such planning requires • production know-how • creative thinking • sales promotion ideas • time-saving mailing methods, etc.

Lettershop owners and other commercial direct mail producers will find plenty of these cost-saving, money-making ideas to upgrade their production operations at the 38th annual Convention of the Mail Advertising Service Association Intl at the Queen Elizabeth Hotel in Montreal, Canada, September 17-19.*

For information and advance registration blanks, write today to:

MASA International
18120 James Couzens Hwy.
Detroit 35, Michigan

*Immediately following the DMAA Convention.

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HOWELL, MICHIGAN

Winner of two DMAA Best of Industry Awards . . . Darnell Gold Medal . . . Editor of IMP, "The world's smallest house organ"

Postage Rates . . . Dembner

son, calling Public Law 85-426 "a clear mandate," indicated that he, too, considered the action taken illegal and criticized the procedure by which a committee in effect nullified a law passed by the Congress but which, on the other hand, had never been officially stricken from the statute.

Now, let us see how Senator Dirksen's reference to a public demand that the department operate "on a breakeven basis," ties into the enlarged deficit figures. The law, you will recall, requires that mail users through increased rates shall pay for the deficit.

Nearly 100% of the voting public are found among General Summerfield's purchasers of 4-cent first-class and 7-cent airmail stamps. Loud will be the protests, you may be sure, when they awaken to the fact that another postal rate increase is impending and you may safely wager your endowment funds that in the resulting outcry there will be vast chorus demanding increases for all classifications across the board.

Senator Dirksen knows this, General Summerfield knows this. But it will be easier for them to accede to public demand when they get around to the subject of postal rate increases in the next session of the present congress. Does anyone naively think they will not then ask for stiffer rates all around?

Don't be lulled for one minute by thinking that since last year's bill arranged for staggered increases among 2nd and 3rd-class mail users, many of them yet to take effect, that higher rates than provided in P.L. 85-426 will not be recommended.

Increased Rates Are Cutting Volume

I am told by some of you that your mailing activity has been considerably altered and reduced by pruning and screening necessitated by last year's postal increases. Further restrictions forced on you by higher rates in any classification will, most surely, limit seriously the field of your contacts — a fact that can be quickly translated into fewer students, shrinking contributions and curtailed physical and plant growth.

The chain reaction which you must expect, it seems to me, is too obvious to need further delineation.

The second matter I would call to your attention with some feeling of

(Continued on Page 42)

BOARD ELECTED FOR THE BUSINESS MAIL FOUNDATION

... now has a legalized board of directors and elected officers (after all necessary incorporating steps). Up to this time, the Foundation has operated through a steering committee. But at recent first meeting of the board, the following officers were selected:

President, David L. Harrington, chairman of the board and chief executive officer of The Reuben H. Donnelley Corp., Chicago; Vice Presi-



dent, Edward S. Lustig, president of Circulation Associates, New York; Vice President, Eliot L. Wight, advertising and sales promotion manager of United States Envelope Co., Springfield, Mass.; Secretary, Randal P. McIntyre, executive vice president of O. E. McIntyre, Inc., New York; Treasurer, John E. Tillotson II, president of Modern Handicraft, Inc., Kansas City.

In addition to the officers, other members of the first elected board of directors are: George Bryant of George Bryant & Staff, Englewood, N.J.; Leonard Carlson of Sunset House Distributing Corp., Los Angeles; Bernard Fixler of Creative Mailing Service, Inc., Freeport, N.Y.; Henry Hoke, Jr. of The Reporter of Direct Mail Advertising, Garden City, N.Y.; Leonard Raymond of Dickie-Raymond, Boston; William Stroh, Jr., West New York, N.J.; Herbert Suter of Champion Paper and Fiber Co., Hamilton, Ohio.

If you want to get in touch with the BMF or any of the officers, write to 130 E. 59th St., New York 22, N.Y.

UPGRADING LETTER COPY

by Paul J. Bringe

I have often recommended that people interested in direct mail try their hand at rewriting poor letters. When you do this you quickly learn two things: how easy it is to criticize the other fellow's letter and how difficult it is to write a better one.

Many letters fail because of the ridiculous language used by the writer—language he thinks will demonstrate his learning. As if that is what he has to sell. Maybe such writers must constantly strive to prove their learning to convince themselves. But, of course, they defeat their prime purpose of selling their product, service or organization.

Other letters fail because the writer has a jumbled mind—and surely what is not clear in the writer's mind can never be clear on paper. Pity the poor reader of such letters—he doesn't have a chance to get the main idea.

There is a third kind of poor letter writer who has the skill he needs and a good product to write about but is so mentally lazy he will never do more than blah, blah into a dictating machine. He can't be helped because he is satisfied to rest on his mental fat-end.

If you want to write good letters rewrite those you don't have to write, those you will never be paid to rewrite. It takes almost as much self discipline as it does to look the other way on a breezy day on Broadway.

The writer of the New Jersey Grocer letter didn't know quite what he wanted to say. If you can figure out what he says in the second paragraph, please let me in on it. He is talking about a "magic space capsule." Does he by any chance mean his magazine? He says it is "backed by such rare imagination and ingenuity." Whose? The editor's? The convention's? This certainly is a sentence Full of Sound and Fury, Signifying Nothing.

In the last year I have seen enough letters built around the space exploration idea to last a lifetime. Maybe it was inevitable that it would get to the grocery trade sooner or later. It's a bit difficult, though, to picture sput-

NEW JERSEY GROCER

Official Publication New Jersey Food Merchants' Association
30 Journal Square, Jersey City 6, N. J.
Telephone Gladfield 4-2782

April 23, 1959

Mrs. F. J. Bringe
Milwaukee Dustless Brush Co.,
Milwaukee, Wis.

Dear Mr. Bringe:

The June issue of the NEW JERSEY GROCER will salute the NJFMA "SUPER PLAN-IT" and G.M.C. Conventions. Backed by such rare imagination and ingenuity, this magic space capsule will open up new vistas of insight and understanding of the problems and opportunities of this space-age.

This Convention Edition will be a veritable storehouse of useful information in a comprehensive volume of ideas for the modern retailer.

The food merchant in New Jersey will cherish this issue as it will relate directly to his interests. Attached is rate card and your early consideration will facilitate space in this valuable medium.

May we hear from you soon? Thanks much.

S/Tr

P.S. If you wish, we shall be glad to have you see an office copy of a previous Convention Issue to facilitate your decision.

Yours in business scope,
Fred Kaminow
Fred Kaminow

BEFORE

AFTER

Gentlemen:

The time to advertise is when you get more for your money. That's just what you get in the June issue of the NEW JERSEY GROCER.

This is the convention issue. Print run is _____ more than standard circulation. This is one "extra" for you without a penny of extra cost.

But the big advantage of advertising in the June issue is the long pull you can expect. It's loaded with new ideas for the modern grocer -- ideas he must know about to continue operating profitably in this fast-moving field.

The convention issue gets much more than casual attention. It's studied carefully, both editorial and ads, and saved many months for reference. Isn't it good business to have your product up front when most buyers are searching for new products and new methods?

You will see from the rate card enclosed how little it costs to get "check-out counter" position. There is still time to get your product on display where the buying decisions are being made.

Write us today -- we'll be glad to help prepare an ad and make sure you get a good spot.

Sincerely,

Upgrading Letter

(Continued from Page 41)

nick and a supermarket at the same time.

The rewrite gets back to fundamentals. Offer your reader a benefit with your first breath. Before he can judge its value offer him proof. Then give him another benefit and prove that. Then start your persuasion, start reasoning with your reader. Close with a demand for action and offer help to make the decision easy.

Formula letter? Certainly it is—built on a formula that has worked over and over and still works because it fits the logical operation of the human mind.

Note: Do you have any letters that are candidates for Upgrading? To be useable they must be processed letters, not typewritten. I'll appreciate it if you will send them along to me, care of The Reporter.

Postal Rates

(Continued on Page 40)

satisfaction concerns the Department of Commerce immediately but will be something for the Post Office Department to consider next year. I refer to the questionnaire which will be sent out later this summer to a substantial percentage of the 235,000 third-class bulk permit holders. Numerically the non-profit group comprises a great share of the 235,000. This questionnaire is being sent in compliance with a provision in P.L. 85-426, Sec. 239, (a), calling for the survey in order "to determine the effect of rate increases on small business enterprises and on the users of the mails and the national economy generally."

A special questionnaire has been designed for non-profit permit holders and the mailings will go out later in the summer. Many of you will be among those who are chosen to participate in this vitally important spot check.

I cannot over-emphasize the importance of complete cooperation in answering and returning these forms. The facts revealed by this survey will have great weight and influence in determining the future rates that may be established on this kind of mail.

NAMES IN THE NEWS

Who's doing what in your organization? New job? New Promotion? Industry Awards? Or interesting personal news on the human side? No matter what they're doing, we'd like to include them in this monthly roundup of . . . "Names In The News"

WALTER G. ARADER has been appointed president and chief executive officer of Edward Stern & Company, printers and lithographers of Philadelphia. Mr. Arader succeeds Maurice Segal, who is retiring. It was also announced that Mr. Arader has assumed financial control of the company. **FRED A. CLOUGH, JR.**, who is resigning as Commissioner of Economic Development for the State of Maine, will join the Oxford Paper Co., about August 1st as assistant director, Public Relations, at Rumford, Maine . . . **HENRY C. COLGAN** died on May 26th, at the age of 83. He was president of Colgan Letter Service in Louisville, which he had headed since 1913 . . . **BERNARD ETENGOFF** has been appointed art director of Popular Photography, a Ziff-Davis magazine . . . **ANDREW WAHLBERG**, formerly a staff artist, has been appointed art editor . . . **MAURICE J. FABRY** died in early June at the age of 59. He founded the M. J. Fabry Letter Service, Milwaukee, 25 years ago . . . **CHARLES F. GEYER** has been named a vice president of The Industrial Publishing Corp., 812 Huron Road, Cleveland 15, Ohio . . . **GO-MONOGRAM, INC.**, creative art studio, Penobscot Bldg., Detroit, is mid-west affiliate of Monogram Art Studio of New York City . . . **H. N. HAKEN** will be in charge of new Montreal branch office of Toronto established Canadian Mailings Limited. Address, 2310 Benny Ave., Montreal 28. Firm specializes in maintaining Canadian medical lists and furnishing mailing services to doctors and dentists . . . **HENRY HEDGES**, marketing manager of Thayer Scale Corp., Pembroke, Mass. announces appointment of S. Gunnar Myrbeck & Co., Inc. Boston, Mass. as its new advertising agency . . . Dix & Eaton, Inc., Cleveland advertising and public relations counsels, announces appointment of **L. C. HOPPER** as vice president . . . **LEE JOHNSTON** was 60 when he died June 29. He had retired April 1st as vice president of Sampson & Johnston, Inc., Detroit, after 24 years service with the firm . . . Cre-Ad Mail Company, a direct mail firm in Chicago, has been appointed Illinois representative

for Direct Mail Creation and Production Associates, with headquarters in Toledo, Ohio. **EUGENE S. KIRK** is vice president and secretary of Cre-Ad; **CHARLES D. VECCHI** is president and treasurer . . . **ADAM MacKENZIE** has been appointed marketing manager of the General Electric Lamp Metals and Components department at Nela Park, Cleveland 12, Ohio . . . **JOHN MACKEY** of Ex-Speed-Ite Service, Inc. has been elected president of the Washington D.C. chapter of the Mail Advertising Service Assn. **DAVID M. BATES** of Bates Duplicating Company has been elected vice president . . . **JAMES C. McCARTY** has joined the New York sales staff of Redbook Magazine as an advertising representative . . . The Mail Advertising Service Assn. of St. Louis, an organization of leading lettershops, elected the following officers: president, **AARON OSHEROW** of Advertisers Addressing System; vice president, **KEN HORAN** of Winter, Horan and Associates; secretary, Bev Harris of St. Louis Publishing Co., and member-at-large, Annette Stevens of Stevens Office Serv. . . **HOWARD DANA SHAW** officially opens his new business on August 1st, known as the Institute of Management Services, 245 Union St., West Chester, Pa. . . **CHESTER SLOANE** died Monday, July 13th at the age of 56. He was connected with Circulation Associates, Inc. at the time of his death. Previously, Chet handled copy promotion for Newsweek and Parents Magazine. Partner in the advertising agency of Friend-Sloane. Also with Reply-O Products Company. Was a long-time member of DMAA and the Hundred Million Club . . . **JACK W. THOMPSON**, director of creative services at the Rylander Company, Chicago direct mail agency, has been elected secretary for 1959-60 of the sales Promotion Executives Association's Chicago chapter . . . **MAYER S. FELDENHEIMER** died on May 26th at the age of 59. Cause of death was a heart attack. Mayer was president of the C. E. Howe & Company, Philadelphia and served the Mail Advertising Service Association International in various capacities over the years.

Rates \$1.50 per line \$1.00 Situation/Help Wanted Minimum 4 lines
Address: Classified Dept., The Reporter, 224 7th St., Garden City, N.Y.

CLASSIFIED ADVERTISING

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POLLARD-ALLING — embossed and linked at \$25.00 per M; special rates for two liners and OCCUPANT; accuracy and delivery guaranteed; weekly capacity 75-100 M.

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New Addressograph Plates and Frames
B or E Frames—\$27 per M, B plates—\$5 per M
E plates—\$6.50 per M, Speedaumat \$6.45 per M
Price List and Samples on Request

Dean Forrest Co.
7 Foster Street
Revere 51, Mass.

ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N.Y. LE 2-4751. Est. 1923.

CANADA'S BEST MAILING LIST

275,000 live names on Elliott stencils
Call your list broker—TODAY
or Tobe's, St. Catharines, Ontario

COLOR PRINTS

Mail full COLOR prints of your product in response to inquiries! Use in sales books, for advertising or display. QUALITY dye transfer COLOR prints from your transparency or artwork, one or 1,000. Sizes 4 x 5 to 16 x 20. LOW COST! Example: 4 x 5 size—100... \$90; 1,000... \$400. Plus shipping. Consistent fidelity, guaranteed service.

COLORAGE, Inc.
116C So. Hollywood Way, Burbank, Calif.

Equipment For Sale

Addressograph cabinets (2). Hold 133 drawers or 20,000 plates each. No dents, some scratches and rub marks. Good condition, not damaged. Plate size 2½" x 4". F.O.B. Lisbon. \$49.00. Price when new: \$200.00. Used drawers 50¢ ea. with cabinets. Drawers good but paint is fair. Carl Co., Lisbon, Ohio.

Speedaumat installation—like new #2605 with automatic feed. #6340 graphotype. For immediate sale. Advertisers Addressing System 703 North 16th Street St. Louis 3, Missouri.

434 metal trays 1¾ x 4 x 21 and 3 metal cabinets. Any offer considered. Box 82, The Reporter of Direct Mail Advertising.

SCRIPTOMATIC Model 101—Here's a real bargain in a high speed addressing machine. For economical list handling, it's the greatest. This machine has been in service only two years and is in mint condition. Polaroid picture and details on request. Write or wire: C. B. Hayes, Southern Baptist Radio-TV Commission, 6248 Camp Bowie Blvd., Fort Worth 16, Texas.

Equipment Wanted

AUTOMATIC TYPEWRITER wanted. Must be in good condition, reasonably priced. Carl Co., Lisbon, Ohio.

Cheshire—Model E. Write Box 81, The Reporter of Direct Mail Advertising.

MACHINERY FOR SALE

Graphotype for sale. Model 6381 Elite. #548951. Purchased new in 1953. Replacing with Speedaumat. Cost \$1,750.00 — will sell F.O.B. St. Louis \$675.00. Roosevelt Federal Savings & Loan Assn., 825 Locust St., St. Louis, Mo. Attn.: Mr. A. H. Ramsey

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48-01 42nd St., Long Island City 4, N.Y.
Stillwell 4-5922

MAILING LISTS

CATHOLIC LAYMEN, 200,000 recipients of Catholic quarterly. Recently corrected. For religious or general use. \$15.00 per M addressed on envelopes from Speedaumat or on Cheshire labels. Minn. 5M for test.

CATHOLIC SERVICE FOLDERS
316 N. Michigan Avenue
Chicago 1, Illinois

Attention: Catalog mailers and others. Especially selective lists of mail-order buyers, 10% city, 90% rural or small communities, segregated by States — \$5.50 per thousand names on gummed labels or trial 160 for \$1.00. Don't be listless this coming season. Also New Mothers and business lists. Johnson Addressing Service, 8741 Weldon, San Gabriel, Calif.

95,000 INDUSTRIAL PLANT NAMES AT EXECUTIVE LEVEL

Industrial Market Place, 6029 N. Lincoln Ave.
RO 4-8070 Chicago 45, Illinois

500,000 CONTRIBUTORS. Men and women who have given to philanthropic, religious, educational, social service and kindred causes. For complete information about the lists which make up this half million names, write or telephone WILLIAM M. PROFIT ASSOCIATES, 42 Main St., Orange, N.J. Telephone ORange 7-1300.

Direct Mail Proven Buyers. Over 790,000 Alpha-Geo Names. Buyers of Books and Magazines on Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Emmaus, Pa.

MAILING MACHINES AND SUPPLIES

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CABINETS — TRAYS — FRAMES — PLATES
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OPENERS — ELLIOTTS — LETTER OPENERS
ALL EQUIPMENT REBUILT AND GUARANTEED
AMERICAN BUSINESS MACHINES, INC.
573 BWAY, N.Y. 12, N.Y. — WO 6-4334

OFFSET CUTOUTS

DE LUXE CLIP BOOK NO. 1 contains 1000 alphabetized promotional heading specimens for offset reproduction. Sales ideas galore, in various lettering styles. Many reverses. 40 pages, 8x10½ in. Was \$5.00, now only \$4.00 postpaid.

A. A. ARCHBOLD, PUBLISHER
419K S. Main St. Burbank, Calif.

PRINTING

OFFSET—1,000 8½ x 11, \$5.50, 5M/\$17. 16-lb White or colored bond. Fast! 5,000 colored circulars, \$39. Complete: Art, copy, layout, Ptg. PROMOTION-D6, 385 B'way, N.Y.C. 13.

5M — 8 pg booklet, 1½¢; 12 pg, 25¢; 16 pg, 2.7¢; 32 pg, 5¢; 64 pg, 10¢. Free price list. Open Press, 105 Court St., Bklyn, N.Y.

SPEEDAUMAT ZINC PLATES

New York's biggest and best embosser places 47 Graphotypes and 90 skilled operators at your disposal for fast, accurate embossing of your lists at rock bottom cost of \$35.00 per thousand. Day and night shifts assure prompt delivery on the date promised. No Alibis. Circulation Associates, Inc., 226 West 56th Street, New York. JUdson 6-3530.

HELP WANTED

DIRECT MAIL "ACCOUNT" MAN to serve established clientele and develop leads with favorably known, ably financed, aggressive, expanding mail advertising firm. Income basis open. Future unlimited. Gile-Burr-Joynes, Inc., 723 Third Ave. S., Minneapolis 2, Minn.

Mr. J. Dudley Broderick, Hundred Million Club Job Placement Committee, % Double-day & Company, 501 Franklin Avenue, Garden City, N.Y.

Miss Eileen McGloin, Direct Mail Advertising Association, 3 East 57th Street, New York 22, New York.

Direct Mail Directory

LISTINGS ONE LINE PER ISSUE, \$24.00
PER YEAR, UNDER SPECIAL HEADINGS,
\$10.00 PER YEAR.

ADDRESSING

Creative Mailing Service, Inc. 460 N. Main, Freeport, N. Y. (PR 8-4830)

ADDRESSING AND MAILING

Mailmasters, Inc. 460 Nordhoff Place, Englewood, N. J. (LO 7-4811)

ADDRESSING PLATES AND EQUIPMENT

The Pengad Companies Pengad Building, Bayonne, New Jersey (HE 6-5625)

ADDRESSING — TRADE

Belmar Typing Service 91-71 111th St., Richmond Hill 18, N. Y. (VI 6-5322)
Monaco's Typing Service 118 Dunwoody Road, West Islip, N. Y. (MO 1-1922)
S & S Typing Service 505 Fifth Avenue, N. Y., N. Y. (MU 2-0326)

ADVERTISING ART

A. A. Archbold, Publisher 419 South Main Street, Burbank, Calif. (TH 2-2793)
Idea Art 397 Fifth Avenue, New York 16, New York (MU 6-7270)

ADVERTISING SPECIALTIES

Fleco-Lettering Co., Inc. 305 East 46th Street, New York 17, N. Y. (PI 3-4943)
Gries Reproductor Corp. 125 Beechwood Ave., New Rochelle, N.Y. (NE 3-8690)

AUTOMATIC TYPEWRITING

Carlson Automatic Typewriting Service, 3744 N. Clark St., Chicago 13, Ill. (EA 7-5496)

BOOKS

Reporter of Direct Mail 224 7th, Garden City, N. Y.
Dogs That Climb Trees 1.00
How To Get The Right Start In Direct Advertising 1.00
How To Think About Direct Mail 1.00
How To Think About Letters 1.00
How To Think About Leadership of Direct Mail 1.00
How Direct Mail Solves Management Problems 1.00
How To Think About Salesmanship in Direct Mail 1.00
How To Think About Mail Order 1.00
How To Think About Production and Marketing 1.00
How To Think About Industrial Direct Mail 2.00

COLLECTIONS

Arrow Service 9 Yates Street, Schenectady 5, New York

COPYWRITERS (Free Lance)

Deville E. Reed 106 N. State St., Howell, Mich. (Tel: 65)

COOPERATIVE MAILINGS

The Roskam Company P.O. Box 855, Kansas City 41, Missouri (TA 2-1881)

DIRECT MAIL AGENCIES

Ahrend Associates, Inc. 601 Madison Ave., N. Y. 22, N. Y. (PL 1-0312)
American Mail Advertising, Inc. 610 Newbury Street, Boston 15, Mass.
Lou P. Bott Jr. 84 E. Jackson Blvd., Chi. 4, Ill. (HA 7-9187)
The Buckley Organization Phila. National Bank Bldg., Phila. 7, Pa.
Direct Mail Services 175 Luckie St., N. W., Atlanta 3, Ga. (JA 3-3398)
Hart Carmine Associates, Inc. 29 East 46th St., New York 17, N. Y. (YU 6-8990)
General Office Services, Inc. 1355 New York Avenue, N.E., Washington, D.C. (LA 9-1727)
Harrison Service Inc. 216 East 50th Street, New York 22, N. Y. (PL 1-2820)
Hickey-Murphy Div. of James Gray, Inc. 216 E. 45th St., N. Y. 17, N. Y. (MT 2-9500)
John M. Lord & Co. 171 Broadway, Room 14, New York 4, N.Y. (PA 7-1888)
Marketer & Distribut, Inc. 11 West 21st St., New York 10, N.Y. (ON 5-5682)
R. L. Polk & Co. 481 Howard Street, Detroit 21, Mich. (WO 1-9474)
Reply-O-Letter 7 Central Park W., N. Y. 23, N. Y. (CI 5-8118)

Reply-O-Letter 664 No. Michigan Ave., Chicago 11, Ill. (MI 2-2828)
Reply-O-Letter 30 Post Office Square, Boston 2, Mass. (HA 6-1585)
Reply-O-Letter 1750 Broad St., Cleveland 1, Ohio (PB 1-6476)
Reply-O-Letter 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)
Reply-O-Letter 2515 Mall-Wall Drive, Portland 2, Ore. (OL 4-2141)
Reply-O-Letter 1485 Bay Shore Blvd., San Francisco, Calif. (JU 6-2287)
Reply-O-Letter Inner Court, 32 Bow St., Toronto 1, Canada (EM 3-7797)
Reply-O-Letter 1000 University Ave., Seattle 2, Wash. (SE 2-7211)
Richardson-Shaw, Inc. 15555 W. McNichols Rd., Detroit 35, Mich. (BH 3-3955)
The Rylander Co. 216 W. Jackson Blvd., Chicago, Ill. (HA 6-4760)
The Smith Company 67 Beale St., San Francisco, Calif. (BH 1-6564)
Tallman, Smith & Associates 410 N. Michigan, Chicago 11, Ill. (WH 3-0408)

DIRECT MAIL EQUIPMENT

Bell & Howell, Phillipsburg Phillipsburg, New Jersey
B. H. Bunn Co. 1885 B. Vincennes Ave., Chicago 26, Ill. (BU 3-4456)
C. H. Muller Manufacturing Co., Inc. 1000 W. 10th St., Cedar Rapids, Iowa
Feltins Typing Machine Co. 3251 N. 35th St., Milwaukee 16, Wis. (HI 5-7131)
The Frankel Mfg. Company 25 Rio Grande Blvd., Denver 23, Colorado
Fridon Calculating Machine Co., Inc. 2350 Washington Avenue, San Leandro, Calif.
National Bundle Tyer Company Bissell, Michigan (BL 182)
Pitney-Bowes, Inc. Stamford, Conn. (PI 2-2013)
Scriptomatic, Inc. 310 N. 11th St., Phila. 7, Pa. (WA 2-1251)
Chauncey Wing's Sons 78 Pierce Street, Greenfield, Mass.

ELLIOTT STENCIL CUTTING

Allie Business Service, Inc. 22-15 33rd St., Long Island City 6, N. Y. (AS 2-4382)
Creative Mailing Service, Inc. 460 N. Main St., Freeport, N. Y. (PR 8-4830)
Elliott Addressing Machine Co. 117 Leonard St., New York 13, N. Y. (WA 5-1372)

ENVELOPES

The American Paper Products Co.
Envelope Terrace, Southern Blvd. at McClurg Rd., Youngstown, Ohio (SK 8-4545)
Atlanta Envelope Co. P. O. Box 1267, Atlanta 1, Ga. (TR 6-3686)
Berlin & Jones Company 601 W. 28th St., N. Y. 1 (WA 5-3709)
The Curtis Envelope Co. 301 High St., Needham, Mass. (CA 5-6781)
Samuel Cushing Envelope Co. 360 Furman St., Brooklyn 2, N. Y. (TR 5-6955)
Cupples-Hesse Corp. 1483 Kessman Way, Des Moines 14, Iowa (AT 8-5137)
Cupples-Hesse Corp. 3833 Michigan Ave., Detroit 16, Mich. (TA 6-7360)
Cupples-Hesse Corp. 4173 N. Kingshighway, St. Louis 15, Mo. (ST 7-3708)
Curtis Envelope Co. 150 Vanderbilt Ave., Stamford 10, Conn. (CA 2-1111)
Detroit Tuller Envelope Co. 138 Howard St., Detroit 16, Mich. (TA 6-7601)
Garden City Envelope Co. 3081 N. Rockwell St., Chi. 18, Ill. (CO 7-3800)
The Gray Envelope Mfg. Co. 55 33rd St., Brooklyn 32, N. Y. (RT 8-2500)
Haco Envelope Co. 4500 Cortland St., Chi. 39, Ill. (CO 7-2400)
Rochester Envelope Co. 72 Clinton St., Rochester 14, N. Y. (HA 6-2404)
The Standard Envelope Co. 1900 E. 30th St., Cleveland 16, Ohio (PR 1-2600)
Tension Envelope Corporation
New York, St. Louis, Minneapolis, Des Moines, Kansas City, Fort Worth
Transo Envelope Co. 3542 N. Kimball Ave., Chicago 18, Ill. (IR 8-6914)
Plants in New York, Chicago, Los Angeles—Offices in All Principal Cities
United States Envelope Co. Springfield 2, Mass. (TE 6-2111)
United States Envelope Co. 215 Broadway, N. Y. 1, N.Y. (IR 7-5760)
Wolf Detroit Envelope Co. 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)

ENVELOPE SPECIALTIES

Curtis 1000 Inc. 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)
Garden City Envelope Co. 3081 N. Rockwell St., Chi. 18, Ill. (CO 7-3800)
Haco Envelope Co. 4500 Cortland St., Chi. 39, Ill. (CO 7-2400)
Plants in New York, Chicago, Los Angeles—Offices in All Principal Cities
The Sowden Company Inc. 480 Lexington Ave., New York 17, N. Y. (PL 5-2516)
The Wolf Envelope Co. 1749-81 E. 22nd St., Cleveland 1, O. (PR 1-8470)

FOREIGN MAILINGS

DeMutator MV Willemsparkweg 112, Amsterdam, Holland
Dillon-Agnew Associates New York, Amsterdam, Paris
10 East 49th Street, New York 17, N. Y. (PL 2-0170)
C. F. Sandberg, Direct Mail A/S Raadhusgt. 8, Oslo, Norway

INSERTING SERVICE — AUTOMATIC MACHINE

Bonded-Nationwide 733 4th Ave., Brooklyn 22, N. Y. (SO 8-4818)
Circulation Association 245 Elmwood, New York 17, N.Y. (JU 6-2530)
Creative Mailing Service 460 North Main St., Freeport, N. Y. (PR 8-4830)
D & A Electronic Mailers 918 N. 6th Street, Milwaukee 2, Wisconsin (BR 3-7552)

Mailmasters, Inc. 499 Nordhoff Place, Englewood, N. J. (LO 7-4811)
Mailings Incorporated 35 West 13th St., New York 11, N. Y. (WA 9-5186)
The Roskam Company P.O. Box 855, Kansas City 41, Missouri (TA 2-1881)

LABEL PASTERS

Potdevin Machine Co. 281 North St., Teterboro, N. J. (HA 8-1941)

LABELS

Atten Hollander Co., Inc. 285 Gerard Ave., New York 51, N. Y. (MO 5-1815)
Dennison Mfg. Co. Framingham, Mass. (TR 3-5111)
Ever Ready Label Corp. 10 East 49th St., New York 17, N. Y. (PL 1-3940)

LETTER GADGETS

Hewig Co. 45 W. 45th St., N. Y. 36, N. Y. (JU 2-2186)
Robert Straub & Co. 342 South Dearborn St., Chicago 5, Ill. (WA 2-1881)

MAIL ADVERTISING SERVICES (Lettershops)

BOSTON, MASSACHUSETTS
Jordan-Dennis Company 278 Roxbury Street (19)

BROOKLYN
Valco Reproduction & Mailing Service, Inc. 1715 Ave. Z, Brooklyn, 35, N. Y. (SH 3-5235)

CLEVELAND
Robert Silverman, Inc. 1270 Ontario Street (13) (CH 1-6575)

DETROIT
Advertising Distributors of America, Inc. 4445 Cass Ave. (1) (TE 3-0500)
Advertising Letter Services 2330 Jefferson East, (7) (TE 7-9255)
National Mailing Corp. 6201 Grand River Ave., (1) (TE 8-2311)
R. L. Polk & Co. 431 Howard St. (31) (WO 1-9470)

HOUSTON
Premier Printing & Letter Serv. 620 Texas Ave., (2) (CA 7-4145)

LOS ANGELES
Kroger & Mail Mailing Serv. 2390 W. Pico Blvd. (6) (DU 5-5421)
The Mailing House 1019 N. Madison Avenue, Los Angeles 23, Calif. (NO 3-4271)

MIAMI, FLORIDA
Are Letter Service Co. 3800 N.E. 1st Avenue (PL 7-4577)

MINNEAPOLIS
Gile Letter Service. 723 Third Ave., S., (2) (FE 3-3417)

NEW YORK CITY
Advertisers Mailing Service, Inc. 45 West 18th St., New York, N. Y. (AL 5-4500)
American Letter Paper Co. 41 1/2 St., N. Y. (4) (HO 2-0697)

Chase Direct Mail Service Corp. 12 E. 46th St. (10) (MU 1-2930)
Circulation Associates 1745 Broadway, New York, N. Y. (JU 6-3389)

Mailings Incorporated. 35 West 13th St. (11) (WA 9-5188)

Mary Ellen Clancy Company. 250 Park Avenue, New York 17, N. Y. (RR 6-7833)

The St. John Assoc. Inc. 75 W. 45th St. (36) (JU 2-3346)

PHILADELPHIA
Woodington Mail Advertising Serv. 1304 Arch St. (7) (RI 6-1840)
Zip-Opener Corp., Div. Connally Org. 1010 Arch St. (7) (MA 7-8133)

ROCHESTER, NEW YORK
Ayer & Streb. 15 South Avenue (BA 5-6340)

SAN FRANCISCO
The Letter Shop 67 Beale St. (SU 1-6364)

WESTFIELD, NEW JERSEY
Union County Printing & Mailing Service 233 North Avenue, Westfield, N. J. (AD 2-8393)

MAILING LISTS — BROKERS

Archer-Bennett List Service, Inc. 140 W. 55th St., N. Y. 19, N. Y. (JU 6-3765)

George Bryant & Staff. 71 Grand Avenue, Englewood, N. J. (LO 7-3200)

The Colloidage Co., Inc. 125 East 23rd St., N. Y. C. 10 (AL 4-8870)

Dependable Mailing Lists, Inc. 381 4th Ave., N. Y. C. 10 (JU 9-7189)

Walter Drey, Inc. 380 W. Michigan Ave., Kalamazoo, Mich. (TR 7-3216)

Walter Drey, Inc. 237 4th Ave., N. Y. 10, N. Y. (OR 6-7061)

Guild Co. 160 Engle St., Englewood, N. J. (RR 9-0461)

Walter Karl, Inc. Armonk, N. Y. (PA 4-3336)

Lewis Kleid, Inc. 25 West 45th St., New York 36, N. Y. (JU 2-0830)

Cell Levine Screened Mailing Lists. Pink Building, 250 W. 57th St., N. Y. 19, N. Y. (JU 6-2806)

Willa Madmen, Inc. 215 W. 4th Ave., N. Y. 3, N. Y. (SP 7-7460)

Willy Mail Order List Serv. 38 Newbury St., Boston 16, Mass. (CO 6-3240)

Names Unlimited, Inc. 352 Fourth Avenue, New York 10, N. Y. (MU 6-2454)

D. L. Natwick Co. 138 W. 32nd Street, New York 19, New York (CO 5-8616)

People in Places, Inc. 41 Fifth Ave., New York 1, N. Y. (TR 7-3274)

Phone Book Publishing Co. 19 West 44th St., New York 36, N. Y. (MUI 4-1158)

William M. Proft Associates. 42 Main St., Orange, N. J. (OR 7-1300)

The Roskam Company. P.O. Box 855, Kansas City 41, Missouri (TA 2-1881)

Sanford Evans & Co., Ltd. 156 Lombard Av., Winnipeg 2, Man., Can. (WII 2-2151)

William Strub, Jr. 568-578 14th St., West New York, N. J. (RR 2-4800)

James E. True Associates. 419 Fourth Avenue, New York, N. Y. (MU 9-0550)

MAILING LISTS — BY SUBJECT
FOR LIST SOURCE, COMPARE NAME IN PARENTHESIS WITH LISTING
BELOW OR COMPILERS & OWNERS

BUSINESS, PROFESSIONAL LISTS (ED BURNETT COMPANY)

Direct Mail Users. 18,500 (Reporter of DM)

Print Rating Servs. 10,000 (Print Rating Service)

Opportunity Seekers and Start In Business. 200,000 (William Strub, Jr.)

Pet Shops. Pet supply jobbers, 221; Cat breeders, 7000; Pet (All Pets)

MAILING LISTS — COMPILERS & OWNERS

Albert Mailing Lists. 120 Liberty St., N. Y. (RE 2-7573)

All-Tel Mailing List Corp. 806 Lexington Ave., N. Y. 21, N. Y. (TE 2-8130)

All-Pets Magazine, Inc. 74 Darling Place, Fond du Lac, Wis. (WA 2-6688)

Associated Advertising Service. 612 Wilmette Street, Port Huron, Mich. (XU 3-7772)

Bookbuyers List. 363 Broadway, N. Y. 13, N. Y. (WO 4-5871)

Bord's City Dispatch, Inc. 228 E. 23rd St., N. Y. 10, N. Y. (OR 9-3250)

Buckley-Dement. 355 W. Jackson Blvd., Chicago 6, Ill. (JHA 7-3862)

Ed Books Compagny. 510 Sixth Avenue, N. Y. H., N. Y. (AL 5-7177)

Creative Mailing Service. 460 N. Main St., Freeport, N. Y. (PR 4-4830)

Directory of Associations, Gale Research Co. 3414 Book Bldg., Detroit 26, Mich. (WO 1-2242)

Walter Drey, Inc. 333 N. Michigan Ave., Chi. 1, Ill. (PI 6-7453)

Walter Drey, Inc. 251 4th Ave., N. Y. 10, N. Y. (OR 4-7081)

Dunhill Mailing List Co. 1000 Madison Ave., N. Y. 22, N. Y. (TE 2-7447)

E-Z Addressing Servs. 83 Washington St., N. Y. 6, N. Y. (HA 2-9492)

Fritz S. Hofheimer. 28 E. 22nd St., N. Y. 10, N. Y. (OR 4-6420)

Industrial List Bureau. Webster, Mass. (WE 2786)

Keystone Mailing Service, Inc. 258 Broadway, N. Y. 7, N. Y. (CO 7-6171-2)

Mailing List Compilation Bureau. 2370 E. 18th St., Brooklyn 2, N. Y. (SI 8-3361)

Market Research Bureau. 105-61 Chandler Blvd., N. Hollywood, Cal. (BT 7-5345)

National Birth Record Company. 16 West 19th Street, N. Y. 11, N. Y. (OR 5-5769)

National Business Lists Associates. 349 West Fulton Street, Chicago 6, Illinois
Occupant Mailing Lists of America. 239 North 4th Street, Columbus, Ohio
Official Professional Directory. 12 Barclay St., N. Y. 8, N. Y. (BA 2-2900)
R. L. Polk & Co. Howard Street, Detroit 31, Michigan (WO 1-2001)

W. L. Potts, Inc. 44 Brookline, Englewood, N. J. (LO 7-1309)

William M. Proft Associates. 3410 Calumetta Blvd., N. Hollywood, Calif. (PO 6-9538)

Reporter of Direct Mail Ads. 224 7th St., Garden City, N. Y. (PI 6-1827)

Research Projects, Inc. 404 Fourth Ave., New York, N. Y. (JU 2-0830)

The Speed Address Co. 48-91 42nd St., Long Island City 4, N. Y. (BT 4-5922)

William Strub, Jr. 368-370 34th St., West New York, N. J. (WV 4-0001)

W. F. Watson Corp. 12 Hanover Ave., Freeport, N. Y. (PR 1-1813)

Zeller and Letties, Inc. 13 East 28th St., N. Y. 32, N. Y. (MU 3-6278)

MAIL ORDER CONSULTANT

Herbert L. Kellner & Associates. 131 S. Wabash Ave., Chicago 3, Ill. (AN 3-2242)

MANUFACTURERS—ADDRESSING MACHINES & ACCESSORIES

Pollard-Ailing Mfg. Co. 239 W. 19th St., N. Y. II, N. Y. (CH 3-0882)

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co. 19 S. Wells Street, Chicago 6, Ill. (ST 2-7800)

OCCUPANT MAILING LISTS—LOCAL & NATIONAL

Advertising Distributors of America, Inc. 4444 Cass Ave., Detroit 1, Michigan (TE 3-0500)

Occupant Mailing Lists of America. 239 North 4th Street, Columbus, Ohio

PAPER MANUFACTURERS

Allied Paper Mills. 1698 Lake Street, Kalamazoo, Michigan

Appleton Coated Paper Co. 1250 N. Mead St., Appleton, Wis. (414-4)

Borgessom Paper Company. Neenah, Wisconsin

Curtis Paper Company. Newark, Delaware (EN 8-8551)

Eastern Corporation. Bangor, Maine (Tel: 8-2221)

Fletcher Paper Company. 28 North Wacker Drive, Chicago 6, Illinois

Fraser Paper Limited. 420 Lexington Ave., N. Y. 17, N. Y. (Z-2-0800)

Hannover Paper Co. Pa. (Tel: 4-1711)

Howard Paper Mills, Inc. 115 Columbia St., Dayton 1, Ohio

International Paper Co. 239 E. 42nd St., N. Y. 17, N. Y. (MU 2-7500)

Kimberly-Clark Corporation. Neenah, Wisconsin (PA 2-3311)

Mea Papers, Inc. 118 West First Street, Dayton 2, Ohio

Mohawk Paper Company. Cohoes, N. Y.

New England Paper Co. 100 Broad St., New Haven 1, Conn. (21-1111)

New York & Pennsylvania Co. 230 Park Avenue, New York 17, N. Y. (PL 1-2250)

Peninsular Paper Co. 151 Franklin St., Ypsilanti, Mich. (HU 2-2600)

Rex Paper Co. Kalamazoo, Mich. (FI 2-0181)

Rising Paper Co. Hauppauge, N. Y. (HO 47)

The Sun Paper Company. Middlefield, Ohio

S. D. Warren Company. 89 Broad Street, Boston 1, Massachusetts

PHOTO ENGRAVERS

Horan Engraving Co., Inc. 49 W. 28th St., New York 1, N. Y. (MU 9-8885)

POST CARDS

CURTEICHCOLOR 3-D by Curt Teich & Co., Inc. 1733 W. Irving Park Road, Chicago 13, Illinois (BU 1-0600)

PRINTERS — LETTERPRESS & LITHOGRAPHY
Black Oak Press. 2325 Durbin Street, Black Oak, Gary, Indiana
Colortone. 2412 17th Street N.W., Washington, D.C.
Paradise Printers. Paradise, Pa. (OV 7-3200)

PRINTING EQUIPMENT

R. Verner & Co., Inc. 52 Duane Street, New York 7, N. Y. (BA 7-1466)

PRINTING-OFFSET LITHOGRAPHY

Goes Lithographing Company. 42 West 61st Street, Chicago 21, Illinois

SALES AND MERCHANDISING CONSULTANT

Ralph T. Curtis. 903 E. Powell Avenue, Evansville 13, Ind. (HA 2-3794)

STENCIL CUTTING AND LIST MAINTENANCE

Circulation Associates. 1745 Broadway, New York, N. Y. (JU 6-3530)

Clear Cut Duplicating Co. 149 Broadway, New York 6, N. Y. (DI 9-4668)

SUBSCRIPTION FULFILLMENT SERVICE

Circulation Associates. 1745 Broadway, New York, N. Y. (JU 6-3530)

Globe Fulfillment Corporation. 148 W. 23rd St., N. Y. II, N. Y. (OR 5-4668)

SYNDICATED HOUSE MAGAZINES

The William Feather Co. 3900 Clinton Rd., Cleveland 9, O. (AT 1-4122)

The Henry F. Heinrichs Publications, The House of Sunshine, Litchfield, Ill. (206)

TRADE ASSOCIATIONS

Association of First Class Mailers. 211 Wyatt Building, Washington 5, D.C.

Associated Third Class Mail Users. 1406 G St., N.W., Wash. 5, D.C. (ME 8-2447)

Direct Mail Advertising Assn. 3 E. 57th St., N. Y. C. 22 (MU 8-7388)

MARA International. 1812 James Couzen, Detroit 25, Mich. (DN 4-8545)

National Council of Mailing List Brokers. 35 W. 42 St., N. Y. 36, N. Y. (PE 6-0615)

Parcel Post Association. 1613 Woodward Building, Washington 5, D.C.

TYPOGRAPHERS

Rapid Typographers, Inc. 305 East 46th Street, N.Y. 17, N.Y. (MT 3-2445)

SORG's GRANITEX®

The UNUSUAL Duplicating and Printing Paper



gives *Distinctive*
and *Color* to your
SALES BULLETINS
CONTEST LETTERS
HOUSE ORGANS
NEWSLETTERS

GRANITEX

prints beautifully
by any process -

OFFSET
LETTERPRESS
MIMEOGRAPH
MULTIGRAPH
and other duplicating
methods

And GRANITEX provides impact, too! With its eye-catching "silk-thread" texture and its range of five striking colors and bright white—GRANITEX is being widely used to give variety and color to sales contest letters, and similar promotional pieces that are prepared in series—where interest and enthusiasm must be sustained over many weeks or perhaps months.

Ask your Sorg distributor for sample sheets of GRANITEX for your own testing and examination, or write direct to the Advertising Department of The Sorg Paper Company.



THE SORG PAPER COMPANY • Middletown, Ohio

* Manufacturers and Converters of Stock Line and Specialty Papers

Offices in NEW YORK • CHICAGO • BOSTON • ST. LOUIS • LOS ANGELES

SORG STOCK LINES

WHITE SOREX • CREAM SOREX • LEATHER EMBOSSED COVER • PLATE FINISH • EQUATOR INDEX BRISTOL • REGISTER BOND
MIDDLETOWN POST CARD • 410 TRANSLUCENT • EQUATOR LEDGER • SORG'S BLOTTING • BRILLIANT VELLUM
TENSALEX • GRANITEX • PARCHTEX

FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that with visitors to the Editor of *The Reporter*

IF YOU WANT A THRILL . . . be sure to get condensation of an upcoming book, "The Longest Day," which appeared in two installments — June and July, 1959 issues of Reader's Digest. Author Cornelius Ryan has done a most amazing reporting job. He interviewed more than 700 persons in preparation. His question: "What were you doing on June 6, 1944?" was asked of American, British and German generals, other officers, flyers, sailors, foot soldiers, peasants in Normandy and members of the French underground. The answers furnished the author with a never-before-published picture of what actually happened on what Rommel predicted would be "the longest day."

WE'VE BEEN WATCHING one big problem in Washington which doesn't get much notice in the papers. The problem is: What's going to happen to Railway Express? Will the Post Office have to take it over . . . or can it be put back on its feet? Back in 1952, Public Law 199 (limiting the size of parcel post shipments) was supposed to be the panacea for survival of Railway Express . . . but it hasn't worked out that way. Hearings have been started by the Senate Post Office Committee to determine what can be done.

The question: "Can or should the Post Office Department take over Railway Express?" is being answered in Washington three ways, according to Bill Henderson of Parcel Post Assn.—(1) "Impossible," (2) "Could be," and (3) "Not only should but eventually will." The whole problem is a mess. The mess was caused by gradual disintegration of passenger train service. Today less than one-third of the 10,000 passenger trains serving 37,000 post offices thirty years ago are now in operation. To fill the gap, there will have to be some single agency to deliver packages by a combination of rail-truck-air facilities.

GLAD TO HEAR there will be an Association of Direct Mail Clubs . . . under the sponsorship of the Direct Mail Advertising Assn. The idea for such an organization of local club presidents was sparked by Lisle Ramsey of St. Louis, who was program chairman of last year's convention. DMAA approved the idea and it was likewise endorsed by the board of the Hundred Million Club, which will join as the New York member. The plan will be whipped into shape at the Montreal convention, where most of the local clubs will be represented. As part of this new plan, it's anticipated the Business Mail Foundation will aid in getting favorable publicity for the local meetings. And, of course, the Mail Advertising Service Assn. will help, as many of their members are most active in the local direct mail clubs.

SOMETIMES the Post Office Department is made to look silly when trying to enforce to the letter some unpopular law. It's against the law to run any kind of a lottery in the U.S.A.—(1) offer of a prize, (2) consideration for entering, (3) element of chance for winning. Through the years, the Post Office has strictly enforced this law when the mail is used to publicize the "lottery." Newspapers are not supposed to print anything about lotteries. Clubs are not allowed to mention door prizes or drawings in bulletins. The latest and silliest example of extreme enforcement was the June 23 issue of the 12-page bulletin issued by the Sales Executives Club of New York. Entire issue devoted to publicizing annual club outing . . . listing

firms who had donated prizes. Issue could not be mailed until a compromise was reached whereby the lines mentioning the annual "raffle" were covered up with an inked brush. Everyone knows that practically every club in the country has door prize drawings. It's part of the fun. But when you buy a luncheon or outing ticket at your club . . . you have paid a consideration for opportunity to participate in a drawing which is an illegal lottery. Silly, isn't it?

I USUALLY LIKE everything which appears in NEWSWEEK. It's read from cover to cover. But the long report about the Post Office in the July 13 issue struck a sour note. There was altogether too much emphasis on antiquated equipment and methods, human errors, slow deliveries, why mail service in foreign countries is better and a lot more rot. The examples of exceptional long delivery time (Los Angeles-New York, eight days first class) were greatly exaggerated. So were some of the statements about employee morale and political patronage.

The Post Office is really a marvelous organization. Nothing will ever take the place of the hard-working, devoted postal clerks in reading and deciphering the typing or hand scribbling of a hundred million or so writing citizens. Nothing can change that chore unless we are made into a country of robots using a standardized communication and addressing form (which isn't likely). These articles about the poor postal service are "nuts." Between here and Garden City, we get wonderful service. One day last week an airmail, special delivery package of editorial material mailed in Garden City at 6 PM arrived at 3 Bluff View Drive at 9:30 A.M. the next day.

So . . . let's pass the word along to poo-poo some of these publicized stories about poor postal service. More of us should do what the Miami Direct Mail Club did recently. Scheduled a regular meeting in the Post Office. Had a tour of the works . . . then a session with the postmaster and assistants. In the majority of post offices, when you get behind the scenes . . . the work is done so speedily and efficiently you can hardly believe it. It may be antediluvian . . . but it's human.

SORRY to pay so much attention to the Post Office this month but many things have been popping which caused concern. As reported last month, some of our friends have been worried about the bad effects on direct mail of the publicity surrounding the peddlers of smut in the mail. Some members of the Hundred Million Club in New York suggested that the "industry" ought to organize a Direct Mail Better Business Bureau immediately in order to deter the Postmaster General from further policing of the medium. That, in my opinion would be wrong. The "industry" already has a Code of Ethics and an ethics committee within the DMAA. The big trouble is . . . the peddlers of smut and the outright frauds do not belong to the DMAA. The DMAA has no power to take action against non-members and never will have. I say leave the policing powers where they should be . . . in the Inspection Department of the Post Office. Let the complaints filter through the long-established and reputable Better Business Bureaus. Let the DMAA and Business Mail Foundation focus on the good things about direct mail . . . let the business methods of all their members be clean and above reproach. The crooks can be taken care of by the guys with a badge.

SOME OF OUR FRIENDS have been unduly excited over the fact that the Post Office claims the right to stop delivery of the mail at the institution of a fraud order rather than a time of final determination after legal hearings. I've recently seen some pretty hysterical statements that the bureaucrats "could ruin any business in the country overnight by refusing to deliver their mail." My advice has been: "Keep your shirt on and talk to a good lawyer." No honest business is in any danger and won't be in any danger. What the Post Office is trying to do is to speed up the closing of the crooked businesses before the promoters can continue to milk the public during long legal delays. I personally have approved of all the moves so far, although I'm quick to jump down the throat of the Post Office when I think there has been an error.

Get these points straight. Congress gave the Post Office the right to impound the mail of suspected mailers of pornographic material for twenty days, during which the suspect could call at the post office and in presence of officials, open and remove any of the mail which did not pertain to the suspect's business (such as family bills, government notices, bank statements, etc.). During the twenty days the hearings would be completed and final determination made. In the meantime, lawyers could file an appeal. Nothing wrong about that process since postal inspectors won't bring action until they are sure of their evidence. It's true that in some instances the Post Office has tried to impound mail on the first complaint of fraud. But a U. S. District Court recently handed down a decision which held that the Post Office lacked the inherent power to impound and hold mail in a fraud action pending a final determination of the proceedings.

However, I'm glad the Post Office is doing everything possible to speed up the final determination of a fraud order. Formerly, it took many months to reach a final determination after a complaint was issued. Slick lawyers could get many continuations and delays. In the meantime, the crooks prospered. But now a judicial officer has been added to the Post Office staff. Complaints initiated by him must be processed within thirty days. Only one ten-day continuance possible in an emergency. There are strict rules about the proceedings too long to mention here, but the rights of the individual are protected and if falsely accused he can appeal to the courts. From our long acquaintance with the Inspection Department of the Post Office, we'll be willing to bet our boots that no innocent people will be annoyed either by the obscenity or fraud procedures. The former tactics were cumbersome and time-consuming. Now the crooks are really in hot water.

GOL DARN IT! Every time I defend the Post Office (as above) . . . it's necessary to wind up with a qualification. I do not approve of the growing urge on the part of some few post office employees to become literary critics and censors. The banning of "Lady Chatterley's Lover" has become more farcical day by day. And of course the book is selling like hotcakes after all the free publicity. How many of you pure-minded Reporter readers have read D. H. Lawrence's book? I hate to admit my immaturity, but in all my 65 years I had never seen a copy. So I went over to a Tampa store wondering how I could get a clerk to dig me a copy from under the counter. Right inside the door was a big table display with 250 copies. Back home, I carefully read the preface by the noted Archibald Macleish and the scholarly introduction by critic Mark Schorer, who described why Lawrence wrote it (compared with his other books) and how it came to be written three times.

I'll admit, I found some rough passages (the ones Mr. Summerfield has marked out of context), but I didn't learn any new words or anything I didn't already know about sex. After reading Mark Schorer's introduction, I understood why the passages were included to highlight the premise of "the old order changeth." The book is really difficult to read. It is a serious work by a serious scholar. It is a combination of philosophy, sociology, economics and human behaviorism. It is possible that it was originally banned in England, not because of sex, but because it was such a terrible unveiling of aristocracy. I think it's a beautifully told story, written by a true professional.

As friend, Tom Dreier says . . . "The power to ban one book implies the power to ban two or three or more books, which leads to the banning of all books." And as Warren Pierce of the St. Petersburg Times writes, "The biggest trouble with censorship is . . . the censors." I think we should all remember the words used recently by Justice Potter Stewart when he gave the unanimous opinion of the Supreme Court that New York State had no right to prohibit the showing of the motion picture based on "Lady Chatterley's Lover." His words:

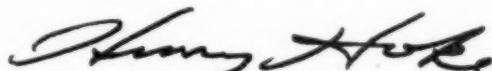
" . . . The First Amendment's basic guarantee is of freedom to advocate ideas. . . . Its guarantee is not confined to the expression of ideas that are conventional or shared by a majority. It protects advocacy of the opinion that adultery may sometimes be proper, no less than advocacy of socialism or the single tax."

To show how completely screwy some people get when they have the urge to censor other people's thoughts . . . did you hear that there is actually an organization formed (no gag) to promote and enforce the clothing of "naked" animals—dogs, cats, horses, cows, etc.? To protect children from the facts of life. As Leo Bott puts it . . . "Imagine a cow with drawers."

Well . . . these arguments furnish a lot of ammunition for conversation.

DOUG MAHONEY is certainly getting wonderful cooperation in publicizing the coming (September 13-16) Montreal DMAA convention. During July, Provincial's Paper (house magazine) was devoted nearly entirely to direct mail and the convention (extra copies to all DMAA members). Trans-Canada Airlines is making a big mailing. Howard Smith Paper Co. is including convention material in all mailings from July to September. All this extra publicity is working. Nearly six hundred advance reservations so far (more than double last few years). The Queen Elizabeth will be jammed. If you haven't made a reservation . . . better get it in. Seems like nearly every letter we get these days ends with "See you in Montreal."

Good Luck always,

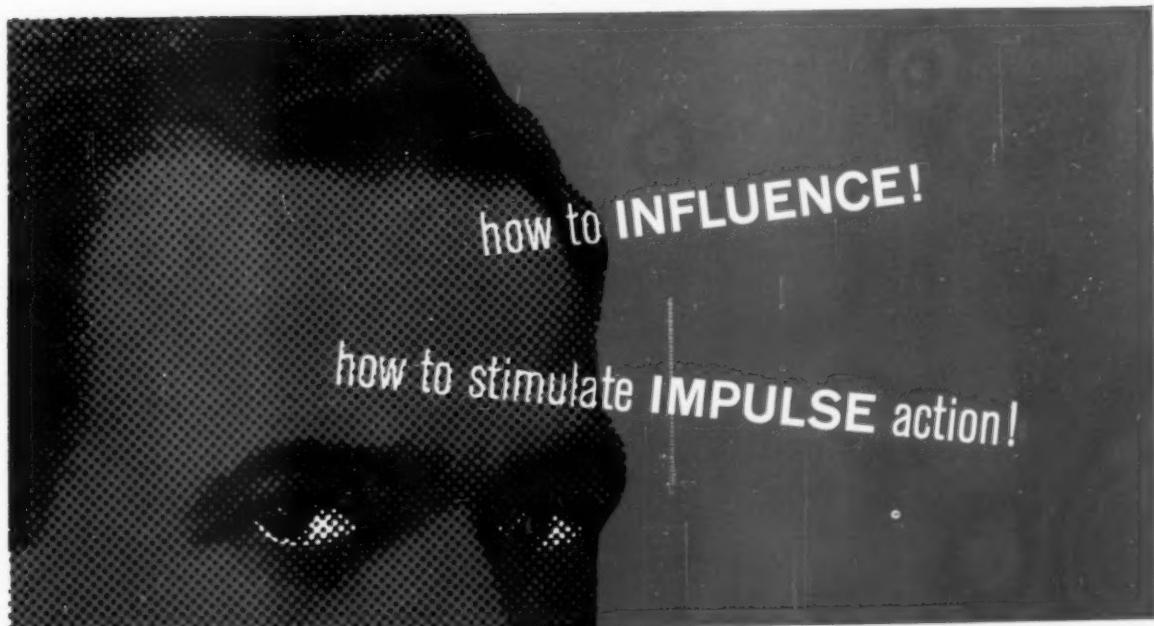


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P.S. As we go to press a Federal Court judge has ruled that Postmaster General Summerfield violated constitutional guarantee of freedom of speech and press in banning the D. H. Lawrence novel. He revoked the ban and stated: ". . . to exclude this book from the mails on the grounds of obscenity would fashion a rule which could be applied to a substantial portion of the classics of our literature." We are beginning to get some sense into the censorship squabble. The Post Office will probably appeal, but the handwriting is on the wall.

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